TABLE OF CONTENTS

1. EEC
ANDORRA
BELGIUM/LUXEMBOURG
CANARY ISLANDS
FRANCE
GERMANY
GREECE
IRELAND
ISREAL
ITALY
NETHERLANDS
PORTUGAL
SPAIN
UNITED KINGDOM

II. EEMA
ALGERIA
AUSTRIA
BAHRAIN
BULGARIA
CZECHOSLOVAKIA
EGYPT
FINLAND
GABON
HUNGARY
IVORY COAST
KUWAIT
MALI
MALTA
MOROCCO
NIGERIA
NORWAY
OMAN
POLAND
QATAR
REUNION
RUMANIA
SAUDI ARABIA
SENEGAL
SWEDEN
SWITZERLAND
TUNISIA
TURKEY

2500058258

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

II. EEMA (CONT'D)
UNITED ARAB EMIRATES DOMESTIC
YUGOSLAVIA

III. ASIA
AUSTRALIA
CHINA
FIJI
GUAM
HONG KONG
INDIA
INDONESIA
JAPAN
KOREA
MALAYSIA
PAKISTAN
PHILIPPINES
SINGAPORE
TAIWAN
THAILAND

IV. LATIN AMERICA
ARGENTINA
BOLIVIA
BRAZIL
CHILE
COLOMBIA
COSTA RICA
DOMINICAN REPUBLIC
ECUADOR
EL SALVADOR
GUATEMALA
MEXICO
PANAMA
PUERTO RICO
URUGUAY
VENEZUELA

2500058259

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

V . CANADA

VI. U.S.A. MARKET

25000582 60

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

EEC

2500058261

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

I. E.E.C.

ANDORRA

BELGIUM/LUXEMBOURG

CANARY ISLANDS

FRANCE

GERMANY

GREECE

IRELAND

ISREAL

ITALY

NETHERLANDS

PORTUGAL

SPAIN

UNITED KINGDOM

2500058262

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: ANDORRA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS) (ESTIMATE)			2,004	2,122	2,582	2,840	3,706	3,483
LOCAL MANUFACTURE			1,470	1,450	1,842	2,011	2,977	2,864
IMPORTED			534	672	740	829	729	619
COMPANY SHARES								
2) PHILIP MORRIS (PM)			18.9	23.3	29.1	32.3	33.4	44.8
1) R.J. REYNOLDS (RJR)			44.2	43.9	41.1	37.0	45.5	35.9
3) TABACALERA (TSA)			20.6	18.7	16.8	16.5	10.5	8.7
4) S.E.I.T.A. (SEITA)			5.5	4.4	4.1	4.0	3.1	3.4
OTHERS			10.8	9.7	7.9	10.2	7.5	7.2
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)MARLBORO	P.MORRIS	IMSA/ANDORRA	17.1	21.9	27.8	31.3	32.7	44.0
2)WINSTON	R.J.REYNOLDS	SOCIREN/ANDORRA	38.6	36.5	34.7	31.3	40.7	29.9
3)CAMEL	R.J.REYNOLDS	SOCIREN/ANDORRA	6.6	7.4	6.4	5.6	4.8	6.0
4)FORTUNA	TABACALERA	TSA/IMSA	12.2	12.1	11.4	10.7	6.6	5.9
5)GITANES	SEITA	SEITA/FRANCE	5.1	4.1	3.7	3.4	2.6	2.9
6)LUCKY STRIKE	BAT	TSA/SPAIN	1.3	2.0	2.6	3.3	2.4	2.3
7)DUCADOS	TABACALERA	TSA/SPAIN	5.5	5.0	4.3	4.5	3.3	2.1
OTHERS			13.6	11.0	9.1	9.9	6.9	6.9

As from 1992 BAT & Seita brands will be manufactured by M.I.T.S.A. in Andorra under license.

2500058263

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ANDORRA)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
* NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION.	N.A.	N.A	N.A.	N.A.	N.A.	N.A.
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	--	--
E) COUPONS	--	--	--	--	--	--
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&n LISTING						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BRANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058264

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: BELGIUM/LUXEMBOURG

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18,603	17,945	18,007	17,378	17,242	17,578
POPULATION TOTAL (MILLIONS)	10.3	10.2	10.2	10.1	10.0	10.0
PER CAPITA CONSUMPTION	1,806	1,759	1,765	1,721	1,720	1,758
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.0	30.0	26.0	27.0	27.0	26.0
% OF FEMALE POPULATION	24.0	24.0	21.0	22.0	22.0	24.0
% OF MALE POPULATION	36.0	36.0	32.0	32.0	32.0	28.0
COMPANY SHARES						
1)ROTHMANS	40.7	40.2	38.9	36.8	35.4	33.4
2)PMB	15.6	16.8	18.1	20.4	22.7	24.8
3)CINTA	16.3	16.6	16.9	16.8	17.0	16.8
4)B.A.T.	12.0	12.0	12.1	12.0	13.6	13.7
5)REYNOLDS/GOSSET	8.1	7.5	7.4	7.2	6.0	5.9
6)H. VAN LANDEWIJCK	7.3	6.9	6.6	6.8	5.4	5.4

2500058265

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BELGIUM/LUXEMBOURG)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)BELGA	ROTHMANS	VANDER ELST	24.8	24.7	23.6	22.2	21.4	20.3
2)MARLBORO	P.M.B.	P.M.B.	12.9	13.6	14.7	16.1	17.4	18.1
3)BASTOS	CINTA	CINTA	7.9	8.2	8.6	8.5	8.9	8.8
4)GAULOISES	CINTA	CINTA	5.6	5.8	5.7	5.7	5.7	5.6
5)BARCLAY	B.A.T.	B.A.T.	2.5	2.9	3.2	3.6	4.4	5.1
6)L&M	P.M.B.	P.M.B.	---	0.6	0.9	1.7	2.7	4.1
7)BOULE D'OR	B.A.T.	B.A.T.	4.4	4.6	4.5	4.4	4.2	4.0
8)DUCAL	ROTHMANS	H.V. LANDEWIJCK	3.6	3.4	3.3	3.5	3.5	3.6
9)P. STUYVESANT	ROTHMANS	TURMAC	3.5	3.7	3.8	3.7	3.6	3.4
10)ST. MICHEL	GOSSET	GOSSET/RJR	5.4	4.9	4.4	4.0	3.4	3.1
11)RICHMOND	ROTHMANS	JUB/LAURENS	3.6	3.6	3.5	3.5	3.3	3.1
12)JOHNSON	ROTHMANS	JUB/LAURENS	3.5	3.4	3.3	3.2	3.2	3.1
13)CAMEL	R.J.R.	GOSSET/RJR	1.9	1.9	1.3	2.5	2.0	2.3
14)MARYLAND	ROTHMANS	H.V. LANDEWIJCK	1.4	1.4	1.3	1.4	1.4	1.4
15)PHILIP MORRIS	PM	PM	0.7	0.7	0.8	1.0	1.1	1.2
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			87.2	88.3	89.0	89.8	90.9	91.4
FILTER MENTHOL			0.7	0.7	0.6	0.6	0.6	0.7
NON-FILTER			12.1	11.0	10.4	9.6	8.5	7.9
PRICE SEGMENTATION	BELGIUM		LUXEMBOURG					
	20's	25's	20's	25's				
LUXURY	>=84	>=105	>=67		1.1	1.1	1.1	1.1	1.0	1.0
INTERNATIONAL	<84	<105	<67	<81	28.4	28.7	30.2	32.0	32.7	33.8
POPULAR	<80	<91	<63	<69	69.0	68.9	67.5	65.9	65.4	64.4
SUB-POPULAR	<70	<88	--	--	1.5	1.3	1.2	1.0	0.9	0.8
TAR & NICOTINE SEGMENTATION%								
ULTRA LOW (0-6MG TAR)					5.3	5.7	6.1	6.5	7.4	8.1
LOW (6-10MG TAR)					5.4	5.6	6.2	6.9	7.6	8.2
FULL FLAVOR (+10- MG TAR)					89.3	88.7	87.7	86.6	85.0	83.6

2500058266

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BELGIUM/LUXEMBOURG)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: LOCAL BLOND	44.7	44.7	43.6	41.8	40.9	39.2
BLENDED	28.2	28.7	29.9	31.4	32.0	33.1
BLACK	16.2	15.3	14.3	13.3	12.2	11.5
LTN -LOCAL BLOND	4.4	4.3	4.3	4.4	4.4	4.4
-BLENDED	6.6	7.0	7.9	9.1	10.4	11.8
LENGTH SEGMENTATION %						
REGULAR SIZE	59.5	58.5	56.6	53.6	51.4	48.8
KING SIZE	36.1	36.8	38.7	41.7	43.6	46.3
100 MM	3.7	4.1	4.3	4.5	4.8	4.7
120MM	0.8	0.6	0.4	0.3	0.3	0.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	31.2	31.6	32.2	35.5	36.5	38.0
25 CIGTS/PACK	68.8	68.3	66.7	64.5	63.4	62.0
15 CIGTS/PACK		0.1	0.1	---	---	---
PACK TYPE SEGMENTATION %						
1. SOFT PACK	70.7	69.1	66.4	62.3	58.6	53.8
2. FLIP TOP BOX (HINGE LID)	27.8	29.4	32.2	36.3	40.1	44.9
3. OTHERS	1.5	1.5	1.4	1.4	1.3	1.3

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BELGIUM/LUXEMBOURG)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	2/3	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	YES	YES
C) ADVERTISING	NO	NO	NO	NO	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR (MILLIONS)	104.4	99.2	91.0	83.7	75.3	*63.5
SMOKING TOBACCO (THOUSAND KILOS)	6,800	6,120	5,897	5,602	5,040	*4,172
CIGARILLOS (MILLIONS)	649.7	641.3	629.1	603.9	573.8	*486.1

*Not a full year 1991 data. Data for 10mos. only (10/91)

2500058268

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,591	4,817	5,031	5,202	4,833	5,465
OF WHICH LOCAL MANUFACTURE:	4,275	4,488	4,734	4,907	4,599	5,192
IMPORTED	316	329	297	295	234	267
POPULATION TOTAL (MILLIONS)	1,438	1,448	1,458	1,469	1,479	1,490
PER CAPITA CONSUMPTION	3,193	3,327	3,451	3,541	3,268	3,668
NUMBERS OF TOURISTS (MILLIONS)	4.3	4.7	5.4	5.2	5.5	N.A.
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.1	36.1	29.6	30.9	31.2	N.A.
% OF FEMALE POPULATION	23.6	24.6	17.6	18.5	22.8	N.A.
% OF MALE POPULATION	49.8	48.6	41.6	37.0	33.7	N.A.
COMPANY SHARES %						
1) R.J. REYNOLDS (RJR)	34.6	32.5	34.0	34.3	32.8	31.9
2) PHILIP MORRIS (PM)	17.2	18.5	20.6	22.6	24.2	28.9
3) CITA (CITA)*	16.8	16.7	13.3	12.4	27.4	23.3
4) BAT (BAT)	8.2	8.1	7.8	7.2	7.1	7.0
5) ROTHMANS	5.6	5.1	4.8	4.4	3.7	3.7
6) REGENTA	2.0	2.1	2.1	1.8	2.0	1.9
7) TABACANARIA	12.3	18.6	14.0	14.0	---	---
OTHERS	3.3	3.4	3.4	3.3	2.8	3.3

*As of 1990 including Tabacanaria Black brands and Palace.

2500058269

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CANARY ISLANDS)

BRAND FAMILY SHARES % BRAND NANE	TRADEMARK OWNERSHIP	MANUFACTURER	1986	1987	1988	1989	1990	1991
1)MARLBORO	P. MORRIS	P. MORRIS	10.6	12.2	14.0	16.1	17.4	22.0
2)WINSTON	R.J.R.	R.J.R.	23.5	20.4	20.5	20.2	19.8	19.0
3)CAMEL	R.J.R.	R.J.R.	10.6	11.6	13.1	13.7	12.5	12.6
4)KRUGER	TABACANARIA	BAT/TABACANARIA	9.5	10.6	11.1	10.9	12.0	10.7
5)CORONAS	C.I.T.A.	REEMTSMA/CITA	14.4	14.2	11.2	10.6	10.6	8.7
6)BENSON	B.A.T.	BAT/TABACANARIA	3.8	3.6	3.6	3.3	3.1	2.9
7)SWING	P. MORRIS	P. MORRIS	3.6	3.1	3.3	3.0	2.9	2.7
8)FORTUNA	PME/TSA	P. MORRIS	1.3	1.4	1.5	1.6	2.1	2.5
9)MECANICOS	J. DOS SANTOS	REGENTA	2.0	2.1	2.1	1.8	2.0	1.9
10)LARK	P. MORRIS	P. MORRIS	1.4	1.4	1.4	1.5	1.5	1.5
11)BELMONT			1.3	1.2	1.2	1.1	1.4	1.5
12)ROTHMANS	TURMAC	BAT/TABACANARIA	2.6	2.0	2.1	1.7	1.5	1.4
13)SILK CUT	GALLAHER	REEMTSMA/CITA (1)	1.2	1.2	1.4	1.5	1.4	1.4
14)RECORD	C.I.T.A.	REEMTSMA/CITA	1.9	1.8	1.5	1.4	1.5	1.3
15)OTHERS			12.7	13.4	12.0	11.6	10.3	9.9
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.5	94.3	94.7	95.4	95.8	96.1
FILTER MENTHOL			1.0	1.1	1.0	1.0	0.9	0.9
NON-FILTER			4.5	4.6	4.3	3.6	3.3	3.0
PRICE SEGMENTATION % (ACTUAL PRICES)*								
(PER 20'S PACK IN US $)								
PREMIUM (1.18 +)			3.2	3.4	2.8	2.6	2.2	2.0
HIGH (1.17)			55.8	54.8	58.2	59.9	58.8	62.3
MEDIUM-HIGH (.73-.1.07)			5.7	5.9	5.7	6.0	6.0	6.8
MEDIUM (.58)			5.7	5.0	5.2	5.0	5.2	4.8
LOW (.49 -)			29.6	31.0	28.2	26.5	27.8	24.1

*CHANGE: 1 US $ = 103PTS.
PREMIUM: IMPORTED BLOND BRANDS
HIGH: INT'L BRANDS LOCALLY PRODUCED
MEDIUM-HIGH: BLACK & BLONDS
MEDIUM: BLOND LOCAL
LOW: BLACK BRANDS
(1) Locally manufactured under license in 1986.

2500058270

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CANARY ISLANDS)

	1986	1987	1988	1989	1990	1991
TAR SEGMENTATION %						
FULL FLAVOR (+10.0 MG)	95.0	95.1	95.1	95.1	94.9	94.1
LIGHTS (6.1-9.0 MG)	5.0	4.9	4.9	4.8	5.0	5.8
ULTRA LIGHTS (6.0-MG)	---	---	---	0.1	0.1	0.1
TOBACCO TYPE SEGMENATATION %						
BLOND: AMERICAN	54.7	53.9	57.3	59.4	59.8	63.9
VIRGINIA	10.6	9.9	9.6	9.5	8.4	7.8
GERMAN & EUROPEAN	4.3	4.5	4.3	4.0	3.4	3.7
DARK:	30.4	31.7	28.7	27.0	28.4	24.6
LENGTH SEGMENTATION %						
70 MM	3.7	3.6	3.5	3.1	3.0	2.7
80 MM	46.8	46.6	50.6	52.6	53.1	57.2
85 MM	46.5	46.7	43.2	41.6	41.4	37.8
95 MM	1.5	1.5	1.2	1.2	1.0	1.0
100 MM	1.4	1.4	1.4	1.4	1.4	1.2
120 MM	0.1	0.1	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %						
UP TO 19 CIGTS./PACK	2.9	2.9	2.8	2.6	2.5	2.3
20 CIGTS./PACK	96.9	97.0	97.1	97.3	97.4	97.7
OVER 20 CIGTS./PACK	0.2	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	38.1	37.9	33.9	32.5	32.9	29.3
FLIP TOP BOX	60.6	60.9	65.1	66.6	66.3	69.9
PRINCESS PACK	1.0	1.0	0.8	0.8	0.7	0.7
OTHERS (SLIDE & SHELL, CAN)	0.3	0.2	0.2	0.2	0.1	0.1

2500058271

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CANARY ISLANDS)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NATATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	2*	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTSING	NO	NO	NO	NO	NO	NO
TAR BRANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(*) NO ADVERTISING ON TV BY LAW SINCE NOVEMBER 11, 1988

2500058272

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: FRANCE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	94,640	94,079	92,986	94,902	95,764	97,097
POPULATION TOTAL (MILLIONS)	55.3	55.5	55.8	56.1	56.5	56.6
PER CAPITA CONSUMPTION	1,709	1,691	1,664	1,691	1,695	1,715
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30.0	29.5	29.0	29.2	27.3	27.5
% OF FEMALE POPULATION	23.0	23.0	22.0	23.0	22.0	22.0
% OF MALE POPULATION	38.0	37.0	36.0	36.0	33.0	33.0
COMPANY SHARES						
1)SEITA	58.0	55.2	53.5	51.3	49.4	46.8
2)PHILIP MORRIS	18.4	20.0	21.2	22.8	24.2	25.8
3)ROTHMANS	14.5	14.7	14.5	14.3	14.0	13.7
4)R.J. REYNOLDS	5.8	6.6	7.3	7.8	8.4	8.8
OTHERS	3.3	3.5	3.5	3.8	4.0	4.9

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(FRANCE)		1986	1987	1988	1989	1990	1991
BRAND SHARES %							
BRAND NAME	MANUF.						
1. MARLBORO RED	PM	14.2	14.8	15.1	15.8	15.7	15.8
2. GAULOISES	SEITA	18.0	16.5	15.7	14.9	13.6	12.2
3. CAMEL FILTRE	RJR	4.3	4.9	5.2	5.3	5.7	5.8
4. PETER STUYVESANT RED	ROTHMANS	5.5	5.4	5.3	5.1	5.1	4.9
5. GITANES NF	SEITA	7.1	6.8	6.3	6.0	5.3	4.8
6. GAULOISES FILTRE	SEITA	8.5	7.5	6.7	6.0	5.3	4.7
7. GAULOISES BLONDES	SEITA	4.1	4.0	3.8	3.5	3.2	3.1
8. MARLBORO LIGHTS	PM	0.7	1.0	1.4	1.9	2.4	3.0
9. GAULOISES LEGERES	SEITA	1.9	2.0	2.3	2.5	2.7	2.8
10. GAULOISES BLONDES LEGERES	SEITA	1.5	2.0	2.4	2.6	2.8	2.5
11. PM SUPERLIGHTS	PM	1.6	1.8	1.9	2.0	2.2	2.2
12. GITANES FILTRE	SEITA	3.1	2.9	2.6	2.3	2.1	1.9
13. PETER STUYVESANT EXTRA MILD	ROTHMANS	1.4	1.5	1.4	1.5	1.6	1.7
14. ROTHMANS LEGERE	ROTHMANS	1.7	1.8	1.9	1.8	1.6	1.6
15. GITANES MAIS NF	SEITA	2.1	2.0	1.8	1.6	1.6	1.4
16. GAULOISE BRUNES ULTRA LEGERES	SEITA	---	---	---	0.7	1.3	1.5
17. CAMEL MILD	RJR	0.5	0.6	0.8	0.9	1.1	1.2
18. GAULOISES EXTRA LEGERE	SEITA	1.2	1.5	1.8	1.6	1.2	1.1
19. LUCKY STRIKE	AM.TOBACCO	0.2	0.2	0.3	0.6	1.0	1.1
20. PHILIP MORRIS KS BOX	PM	0.5	0.5	0.6	0.6	0.9	1.1
TOBACCO TYPE SEGMENTATION %							
BLOND		53.5	56.6	58.7	60.7	63.7	66.6
BLACK		46.5	43.4	41.3	39.3	36.3	33.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		67.6	69.5	71.1	72.6	74.9	76.8
FILTER (MENTHOL)		3.7	3.7	3.7	3.7	3.7	3.7
NON-FILTER		28.7	26.8	25.2	23.7	21.4	19.5

2500058274

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(FRANCE)

PRICE SEGMENTATION % (As per Oct. 1991)	1986	1987	1988	1989	1990	1991
Category A FF 5.80 - 7.50	44.1	41.1	39.0	37.4	34.5	31.7
Category B FF 7.70 - 10.00	13.3	13.5	13.9	13.6	14.3	15.2
Category C FF 10.30 - 10.60	17.9	19.2	19.7	20.2	22.2	23.2
Category D FF 10.80	20.8	22.0	23.1	24.5	24.4	25.6
Category E FF 10.90+	3.9	4.2	4.3	4.4	4.6	4.3

LAST PRICE INCREASE: OCTOBER 1991

TAR SEGMENTATION %						
Tar (mg) 0 - 6	7.5	8.5	9.7	10.9	11.9	13.4
6.1 - 10	8.8	10.3	11.7	12.9	14.3	15.6
10.1 +	83.7	81.2	78.6	76.2	73.8	71.0

CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS) (EST.)	2,300	N.A.	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(FRANCE)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN BLEND	39.4	42.1	43.9	46.2	48.6	50.7
VIRGINIA	6.5	6.8	6.7	6.7	6.5	6.6
OTHER BLOND	7.5	7.7	8.1	7.9	8.6	9.3
BLACK:	46.5	43.4	41.3	39.3	36.3	33.4
LENGTH SEGMENTATION %						
82 MM AND SHORTER	67.0	62.6	50.3	41.9	37.5	32.1
83 MM - 89 MM	29.2	33.3	45.2	53.4	57.6	63.0
90 MM - 100 MM	3.5	3.7	4.1	4.3	4.5	4.4
120 MM	0.4	0.4	0.4	0.4	0.4	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
* NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES Since 1976, increasing adverti	3	3	3	3	3	3
E) COUPONS (lighters, matches, books,	2	2	2	2	2	2
F) POINT OF SALE in banned media also.	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058276

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: GERMANY

	1986	1987	1988	1989	1990	1991*
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	117,395	117,645	116,988	117,515	121,444	145,590
OF WHICH LOCAL MANUFACTURE:	112,320	112,413	111,674	111,934	115,256	136,991
IMPORTED FROM 1) FRANCE	648	687	751	804	996	1,411
2) DENMARK	1,472	1,640	1,732	1,883	1,859	1,874
3) IRELAND	38	39	36	31	28	26
4) ITALY	65	45	35	27	20	15
5) OTHERS	2,852	2,719	2,760	2,836	3,286	5,273
POPULATION TOTAL (MILLIONS)	61.0	61.1	61.2	61.7	63.0	79.2
PER CAPITA CONSUMPTION	1,925	1,925	1,912	1,905	1,928	1,838
SMOKER INCIDENCE						
% OF TOTAL POPULATION	29	30	29	29	28	29
% OF FEMALE POPULATION	23	24	24	24	23	23
% OF MALE POPULATION	36	36	35	34	34	36
COMPANY SHARES						
1) PHILIP MORRIS	23.6	25.4	27.6	30.3	31.4	34.6
2) REEMTSMA	19.9	19.5	19.7	18.5	19.2	19.9
3) BAT	23.8	23.1	22.3	21.7	21.1	19.3
4) BRINKMANN	11.4	11.1	10.7	9.9	9.4	9.7
5) REYNOLDS	10.0	10.0	9.2	8.8	8.1	7.7
6) BAD. TABAK MANUFAKTUR	6.2	5.8	5.4	4.8	4.5	3.5
7) AUSTRIA	1.3	1.3	1.3	1.9	2.2	2.1
Others	3.7	3.8	3.8	4.1	4.1	3.2

*1991 includes East Germany

2500058277

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GERMANY)			1986	1987	1988	1989	1990	1991*
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)MARLBORO		PHILIP MORRIS	21.6	23.5	25.4	27.9	28.8	26.4
2)HB		BAT	14.6	13.9	13.2	12.6	12.2	10.7
3)WEST		REEMTSMA	4.8	4.6	4.8	4.9	6.1	6.2
4)CAMEL		REYNOLDS	8.4	8.6	8.0	7.6	7.0	6.1
5)F6		PM	--	--	--	--	0.1	5.2
6)LORD EXTRA		BRINKMANN	6.6	6.6	6.6	6.2	5.9	5.0
7)P. STUYVESANT		REEMTSMA	5.6	5.5	5.4	5.0	5.0	4.5
8)R 6 + R1		REEMTSMA	3.9	4.1	4.3	4.0	3.8	3.2
9)ERNTE 23		REEMTSMA	4.3	4.0	3.7	3.3	3.1	2.6
10)REVAL		BAD.TAB.MAN.	3.5	3.3	3.1	2.8	2.6	2.0
11)GOLDEN AMERICAN		ROTHMANS	--	--	--	--	0.1	1.9
12)CABINET		REEMTSMA	--	--	--	--	0.02	1.8
13)ROTHHANDLE		BAD.TAB.MAN.	2.7	2.2	2.1	1.8	1.8	1.4
14)PRINCE		BAT	1.2	1.3	1.4	1.5	1.5	1.2
15)PALL MALL		BAT	1.0	0.9	0.9	0.8	0.8	1.2
OTHERS			21.8	21.5	21.1	21.6	21.2	20.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			90.8	91.3	91.8	92.3	92.6	93.8
FILTER MENTHOL			1.2	1.1	1.1	1.1	1.1	1.0
NON-FILTER			8.0	7.6	7.1	6.6	6.3	5.2
PRICE SEGMENTATION %								
PRICE VALUE	(-DM 3.65 -)*		3.9	4.7**	4.9	5.7	6.5	16.8
INTERMEDIATE	(DM 3.70 - DM 3.85)*		7.5	7.0	6.8	6.5	7.2	6.5
SUB-MAIN-STREAM	(DM 3.90 - DM 3.95)*		2.1	1.2	1.1	1.0	0.5	0.4
MAIN-STREAM	(DM 4.00 - DM 4.10)*		42.9	41.1	32.6	28.4	28.5	25.7
PREMIUM	(DM 4.15 - DM 4.20)*		41.8	44.1	52.7***	57.1	56.2	49.6
LUXURY	(DM 4.25 - DM 4.60)*		1.4	1.5	1.6	1.0	1.0	0.9
HIGH LUXURY	(DM 4.65 AND MORE)		0.3	0.3	0.3	0.3	0.2	0.1

* Price per 19 cigs.

** Since 1987 Ducal included (0.6% MS)

*** In 1988 Camel Filters changed price classtream to Premium.

*1991 includes East Germany.

2500058278

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GERMANY)	1986	1987	1988	1989	1990	1991*
TAR & NICOTINE SEGMENTATION %						
Nicotine (mg)						
0.0 - 0.4	9.3	6.0	6.8	7.7	8.9	8.7
0.5 - 0.9	69.4	67.0	66.5	64.9	63.1	59.7
1.0 - 1.4	20.5	26.8	26.5	27.1	27.7	31.4
1.5 +	0.7	0.2	0.2	0.3	0.3	0.2
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	46.3	48.1	49.9	52.7	55.1	53.1
VIRGINIA	1.8	2.2	2.2	2.1	2.0	1.8
EUROPEAN	45.2	43.6	42.1	39.9	37.9	34.2
BLACK	6.5	6.1	5.7	5.1	4.8	3.8
ORIENTAL	0.2	0.0	0.1	0.2	0.2	0.0
TRADITIONAL EAST BLEND	--	--	--	--	--	7.1
LENGTH SEGMENTATION %						
84 MM AND SHORTER	8.0	7.1	6.7	6.1	5.9	10.5
84 MM - 85 MM	83.5	84.5	85.0	85.5	85.7	80.3
90 MM - 99 MM	2.2	2.2	2.3	2.3	2.1	1.8
100 MM	6.0	5.8	5.7	5.8	6.0	7.1
OVER 100 MM	0.3	0.3	0.3	0.3	0.3	0.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

*1991 includes East Germany

2500058279

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GERMANY)	1986	1987	1988	1989	1990	1991*
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	1,475	1,351	1,320	1,245	1,291	1,397
PIPE TOBACCO (THOUSAND KILOS)	1,400	1,350	1,249	*1,210	1,207	1,298
ROLL YOUR OWN (THOUSAND KILOS)	15,700	15,000	14,500	13,800	13,500	14,900
SNUFF (THOUSAND KILOS)						

*(DUE TO CHANGES OF PIPE ASSOCIATION)

*1991 includes East Germany

2500058280

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: GREECE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	29,994	29,583	28,737	28,532	28,891	29,648
OF WHICH LOCAL MANUFACTURE:	95.1	94.1	92.3	90.2	86.0	82.4
IMPORTED FROM 1) GERMANY	1.9%	2.0%	2.7%	2.9%	3.4%	--
2) UK	2.3%	3.0%	1.9%	1.9%	2.1%	--
3) OTHERS	0.7%	1.0%	3.3%	4.6%	8.3%	--
POPULATION TOTAL (MILLIONS)	10.08	10.14	10.20	10.25	10.25	10.33
PER CAPITA CONSUMPTION	2,976	2,917	2,817	2,784	2,819	2,870
COMPANY SHARES						
1) PAPASTRATOS	40.3	39.4	37.9	36.5	35.7	35.0
2) KARELIA	24.2	23.1	23.3	23.4	21.8	20.2
3) SEKAP	8.2	9.4	10.4	11.5	11.4	11.4
4) KERANIS	12.0	11.9	10.1	9.4	8.4	7.7
5) GEORGIADIS	8.7	8.4	9.0	8.1	7.6	7.1
6) CONSTANTINOU	1.7	1.9	1.7	1.3	1.2	1.0
7) OTHERS	4.9	5.9	7.7	9.8	14.0	17.6

2500058281

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GREECE)			1986	1987	1988	1989	1990	1991
TOP 20 BRANDS SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO RED	PM	PAPASTRATOS	15.6	15.4	11.9	12.8	12.3	12.7
2) ASSOS SOFT	PAPASTRATOS	PAPASTRATOS	10.5	9.7	9.6	9.4	8.7	7.7
3) KARELIA	KARELIA	KARELIA	11.4	10.2	10.1	9.8	8.6	7.4
4) ASSOS. INT'L	PAPASTRATOS	PAPASTRATOS	1.1	2.0	3.8	4.0	4.7	5.2
5) CAMEL KS	RJR	KARELIA	2.5	3.4	3.3	4.5	4.6	5.2
6) KARELIA LIGHTS	KARELIA	KARELIA	5.6	5.7	5.7	5.5	5.3	4.6
7) COOPER KS	SEKAP	SEKAP	5.1	5.0	5.1	5.0	4.4	4.1
8) P.S. RED KS	ROTHMANS	TURMAC	---	0.1	0.3	0.5	1.5	3.3
9) ANTINICOT 22	GEORGIADIS	GEORGIADIS	4.1	3.8	3.6	3.4	2.9	2.5
10) GR LIGHTS	SEKAP	SEKAP	---	---	0.4	1.5	2.2	2.3
11) ROTHMANS KS	ROTHMANS	GEORGIADIS	2.5	2.8	2.2	2.1	2.1	2.0
12) GR KS	SEKAP	SEKAP	1.4	1.1	1.4	1.5	1.7	1.8
13) WINSTON KS	RJR	RJR	0.6	0.7	0.8	1.0	1.7	1.8
14) ASSOS. EXPORT	PAPASTRATOS	PAPASTRATOS	3.2	3.1	2.7	2.3	2.0	1.7
15) KERANIS BOX	KERANIS	KERANIS	2.0	2.0	2.0	2.0	1.8	1.7
16) ASSOS. NF	PAPASTRATOS	PAPASTRATOS	3.1	2.6	2.6	1.9	1.9	1.6
17) OSCAR 100'S	KERANIS	KERANIS	2.0	1.9	1.6	1.5	1.5	1.4
18) COOPER LIGHTS	SEKAP	SEKAP	---	0.7	1.2	1.4	1.3	1.3
19) MARLBORO LIG.KS	PM	PAPASTRATOS	1.2	1.3	1.1	1.2	1.2	1.3
20) ROTHMANS RYL.RED	ROTHMANS	GEORIADIS	---	--	1.2	1.5	1.4	1.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			93.3	94.5	93.6	95.8	94.9	95.2
NON-FILTER			6.7	5.5	6.4	4.2	5.1	4.8
PRICE SEGMENTATION % (July 1991 prices/local definition)								
PREMIUM (301+)			1.8	2.0	1.9	2.0	2.6	3.2
HIGH (251-300)			28.4	30.0	25.6	29.0	30.2	31.8
MEDIUM (201-250)			18.8	21.9	26.3	26.6	26.9	28.1
LOW (200-)			50.5	46.0	45.0	42.5	39.3	35.4
STOCK DIFFERENCE			0.6	0.1	1.2	(0.1)	1.1	1.4
TAR & NICOTINE SEGMENTATION %								
LOW (UNDER 15mg)			4.4	4.3	5.7	5.7	8.9	12.1
HIGH/FULL FLAVOR (15mg+)			95.6	95.7	94.3	94.3	91.1	87.9

2500058282

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GREECE)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
INTERNATIONAL BLENDS	31.4	32.8	31.2	33.8	37.7	42.4
LOCAL BLENDS	16.6	19.2	21.5	21.6	21.0	20.3
ORIENTAL	52.0	48.0	47.3	44.6	41.3	37.3
LENGTH SEGMENTATION %						
71 MM TO 79 MM	5.9	5.2	5.0	4.1	3.9	3.3
80 mm to 85 MM	88.2	87.8	87.2	89.3	87.6	86.9
95 MM TO 99 MM	0.9	1.0	1.0	1.1	1.7	2.4
100 MM	4.2	5.6	5.4	5.3	5.5	5.7
OVER 100 MM	0.2	0.2	0.2	0.2	0.2	0.3
STOCK DIFFERENCE	0.6	0.1	1.2	(0.1)	1.1	1.4
PACK TYPE SEGMENTATION %						
SOFT PACK	28.1	28.5	27.3	27.3	26.8	26.4
FLIP TOP BOX	49.5	52.1	52.7	56.1	57.1	59.1
SHOULDER PACK	21.0	18.5	18.2	16.0	14.4	12.2
PRINCESS PACK	0.7	0.6	0.5	0.5	0.7	0.8
SLIDE & SHELL	0.0	0.1	0.1	0.1	0.1	0.1
STOCK DIFFERENCE	0.6	0.0	1.2	(0.1)	1.1	1.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	3	3
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GREECE)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (KILOS)	N/A	N/A	N/A	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	N/A	N/A	N/A	N/A	N/A	N/A

2500582824

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IRELAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.0	5.8	5.6	5.6	5.7	6.0
POPULATION TOTAL (MILLIONS)	3.5	3.5	3.5	3.5	3.5	3.5
PER CAPITA CONSUMPTION	1,714	1,657	1,600	1,600	1,629	1,714
COMPANY SHARES						
1) P.J. CARROLL & CO. (ROTHMANS)	51.5	51.0	48.9	46.0	43.0	42.2
2) GALLAHER	27.4	28.2	28.5	30.0	32.0	33.0
3) PLAYER & WILLS (IMPERIAL)	20.4	20.1	21.9	23.2	23.5	23.2
4) OTHERS (IMPORTS)	0.7	0.7	0.7	0.8	1.5	1.6
BRAND FAMILY SHARES %						
BRAND NAME — MANUFACTURER						
1)MAJOR EXTRA SIZE - P.J. CARROLL	22.1	19.5	17.5	N.A.	N.A.	N.A.
2)SILK CUT - GALLAHER	15.2	16.0	15.6	N.A.	N.A.	N.A.
3)ROTHMANS - P.J. CARROLL	12.4	14.0	15.5	N.A.	N.A.	N.A.
4)PLAYERS - PLAYER-WILLS	15.9	16.5	14.1	N.A.	N.A.	N.A.
5)CARROLLS NO. 1 - P.J. CARROLL	13.9	13.5	12.8	N.A.	N.A.	N.A.
6)BENSON & HEDGES - GALLAHER	6.6	7.0	7.8	N.A.	N.A.	N.A.
7)GOLD BOND - GALLAHER	3.9	3.5	2.8	N.A.	N.A.	N.A.
8)SWEET AFTON - P.J. CARROLL	2.7	2.5	2.5	N.A.	N.A.	N.A.
9)WOODBINE - PLAYERS & WILLS	1.7	1.5	1.0	N.A.	N.A.	N.A.
OTHERS	5.6	6.0	10.4	N.A.	N.A.	N.A.
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	91.1	90.7	92.0	N.A.	N.A.	N.A.
FILTER MENTHOL	0.5	0.5	0.5	N.A.	N.A.	N.A.
NON-FILTER	8.4	8.8	7.5	N.A.	N.A.	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(IRELAND)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION %						
HIGH	47.0	46.5	46.0	N.A.	N.A.	N.A.
MEDIUM	35.0	35.0	35.0	N.A.	N.A.	N.A.
LOW	18.0	18.5	19.0	N.A.	N.A.	N.A.
TOBACCO TYPE SEGMENTATION %						
BLOND: VIRGINIA	99.0	99.0	99.0	99.0	99.0	99.0
LENGTH SEGMENTATION %						
79 MM AND SHORTER	62.4	58.0	51.0	N.A.	N.A.	N.A.
80 MM TO 85 MM	36.5	40.0	47.0	53.0	55.0	57.0
85 MM + (LONGER THAN KINGSIZE)	1.1	2.0	2.0	N.A.	N.A.	N.A.
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
* NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTING						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTON	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

2500058286

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(IRELAND)

	1986	1987	1988	1989	1990	1991
SPECIFIC T & N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

2500058287

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: ISRAEL

	1986	1987	1988	1989	1990	1991 (Est.)
TOTAL CIGARETTE CONSUMPTION (Millions)	7500	7850	8035	8010	8000	8000
OF WHICH LOCAL MANUFACTURE: %	94.2	93.0	78.2	74.7	76.5	74.4
IMPORTED FROM 1) USA	5.6	6.6	21.4	24.6	22.7	24.1
2) OTHERS	0.2	0.4	0.4	0.7	0.8	1.5
POPULATION TOTAL (MILLIONS)	4.4	4.4	4.4	4.5	4.5	4.7
PER CAPITA CONSUMPTION	1704	1784	1826	1780	1778	1702
SMOKER INCIDENCE	N/A	N/A	26%	N/A	N/A	N/A
% OF FEMALE POPULATION			30	N/A	N/A	N/A
% OF MALE POPULATION			21	N/A	N/A	N/A
COMPANY SHARES						
1) DUBEK	88.9	87.9	73.5	69.3	71.9	70.6
2) PM	2.2	2.7	8.8	10.5	11.0	12.4
3) B & W	2.7	3.5	11.8	12.9	8.9	9.0
4) OTHERS	6.2	5.9	5.9	7.3	7.8	8.0
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER						
1) TIME / DUBEK / DUBEK	63.9	60.0	53.0	48.5	52.8	51.5
2) MARLBORO / PM / PM	1.9	2.4	7.2	8.3	9.2	9.0
3) KENT / B&W / B&W	2.7	3.3	11.0	12.1	8.2	8.2
4) BROADWAY / DUBEK / DUBEK	7.4	9.8	6.6	5.4	6.1	5.8
5) EUROPA / DUBEK / DUBEK	8.3	7.8	5.7	5.7	5.9	6.2
6) PARLIAMENT / PM / PM	0.2	0.3	1.3	1.8	2.3	2.5
7) SHERATON / DUBEK / DUBEK	1.5	1.5	2.3	1.8	2.0	2.0
8) MONTANA / DUBEK / DUBEK	2.6	3.4	1.4	1.5	1.7	1.7
9) CAMEL / RJR / RJR	0.1	0.2	0.4	0.8	1.0	1.0
10) ROYAL / DUBEK / DUBEK	1.7	1.3	0.6	0.5	0.6	0.7
OTHERS	9.7	10.0	10.5	11.5	10.2	11.4

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ISRAEL)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER	99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0	1.0
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW						
LOW (less than 15mg)	0.1	0.1	0.1	0.1	0.1	N/A
HIGH/FULL FLAVOR (15mg+)	99.9	99.9	99.0	99.0	99.0	N/A
TOBACCO TYPE SEGMENTATION %						
BLOND	89.0	90.0	90.0	90.0	90.0	N/A
ORIENTAL	11.0	10.0	10.0	10.0	10.0	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.0	2.0	2.0	2.0	1.8	N/A
80 MM to 85 MM	90.0	90.0	90.0	90.0	90.2	N/A
100MM	8.0	8.0	8.0	8.0	8.0	N/A
PACK TYPE SEGMENTATION %						
SOFT PACK	10.0	10.0	6.0	5.0	4.9	N/A
FLIP TOP BOX	90.0	90.0	94.0	95.0	95.1	N/A
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ISRAEL)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON: *							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: ITALY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	104,711	99,167.3	97,580	97,464	90,904	89,343
OF WHICH LOCAL MANUFACTURE:	64,979	60,742	57,239	54,724	46,989	43,566
IMPORTED FROM 1) HOLLAND	18667	18,181	19,136	19,524	20,082	19,530
2) GERMANY	10,736	10,018	11,307	12,452	13,061	13,950
3) FRANCE	389	368	359	306	307	292
4) BELGIUM	261	243	375	571	710	771
5) OTHERS	48	42	41	40	48	160
6) FOREIGN BR. UNDER LICENSE	9,631	9573	9,123	9,847	9,707	11,074
POPULATION TOTAL (MILLIONS)	57.3	57.3	57.4	57.5	57.5	57.6
PER CAPITA CONSUMPTION	1825	1730	1699	1693	1581	1551
SMOKER INCIDENCE						
% OF TOTAL POPULATION	31	28	24	23	22	23
% OF FEMALE POPULATION	23	21	20	18	17	18
% OF MALE POPULATION	39	35	28	28	28	27
COMPANY SHARES						
1) MONITAL	61.9	61.1	58.5	56.1	51.7	48.8
2) PHILIP MORRIS	30.8	31.8	34.1	36.3	40.4	42.5
3) B.A.T.	2.9	2.6	2.8	2.7	2.9	3.1
4) ROTHMANS	1.1	1.2	1.3	1.6	2.0	2.4
5) REYNOLDS	1.6	1.8	2.0	2.0	2.1	2.2
6) REEMTSMA	0.6	0.6	0.5	0.5	0.4	0.4
7) AUSTRIA TABAKWERKE	0.6	0.5	0.4	0.4	0.3	0.3
8) OTHERS	0.5	0.5	0.5	0.3	0.2	0.3

2500058291

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ITALY)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MS	MONITAL	MONITAL	43.7	42.6	41.7	40.4	36.8	34.9
2) MARLBORO	PM	PM&(MONITAL LIC)	12.7	13.2	14.6	15.9	17.8	18.5
3) MERIT	PM	PM	4.9	5.0	5.4	5.9	6.7	7.2
4) DIANA	PM	MONITAL LIC.	3.8	4.1	4.5	5.0	5.3	5.5
5) PM MULTIF.	PM	PM	4.4	3.9	4.0	3.7	3.9	4.2
6) MURATTI-AMB	PM	PM&(MONITAL LIC)	3.5	3.4	3.3	3.1	3.1	3.0
7) PM	PM	PM	1.1	1.6	1.7	1.8	2.2	2.8
18) CAMEL	RJR	RJR	1.3	1.5	1.7	1.9	2.0	2.1
9) LIDO	MONITAL	MONITAL	2.9	2.8	2.6	2.4	2.2	2.0
10) ALFA	MONITAL	MONITAL	1.6	1.9	2.0	1.9	2.0	1.9
11) ROTHMANS	ROTHMANS	TURMAC	0.5	0.5	0.6	1.0	1.3	1.7
12) ESPORTAZIONE	MONITAL	MONITAL	1.7	1.8	1.9	1.8	1.7	1.4
13) KIM	B.A.T.	B.A.T.	2.1	1.7	1.7	1.4	1.4	1.4
14) LINDA	MONITAL	MONITAL	1.1	1.4	1.4	1.5	1.5	1.4
15) N 80	MONITAL	MONITAL	2.1	2.3	1.8	1.7	1.4	1.2
16) FUTURA	MONITAL	MONITAL	1.9	1.9	1.6	1.4	1.3	1.1
OTHERS			8.8	9.5	9.4	9.2	9.4	---
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.7	95.0	95.6	96.3	96.3	96.8
FILTER MENTHOL			0.3	0.3	0.3	0.3	0.3	0.3
NON-FILTER			5.0	4.7	4.1	3.4	3.4	2.9
PRICE SEGMENTATION %	LIRA							
HIGH	3300-3550		33.5	33.9	36.1	38.1	42.2	44.4
MEDIUM	2350-3200		56.2	55.7	54.3	53.0	49.2	47.2
POPULAR	1400-2000		7.9	8.7	8.1	7.7	7.3	6.6
LOW	500-800		1.9	1.2	0.9	0.6	0.6	0.6
PREMIUM	3600+		0.5	0.6	0.6	0.6	0.7	1.3
TAR & NICOTINE SEGMENTATION %								
ULTRA LIGHTS			3.7	6.2	6.3	5.9	6.5	7.9
LIGHTS			14.5	17.5	17.7	17.9	19.3	21.9
FULL FLAVOR			81.8	76.3	76.0	76.2	74.2	70.2

2500058292

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ITALY)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	25.3	27.2	29.9	32.9	36.9	39.7
VIRGINIA	1.0	1.1	1.3	1.6	2.0	2.4
DARK AIR-CURED	9.1	9.1	8.0	7.3	7.0	6.4
EUROPEAN	63.5	61.7	60.1	57.5	53.4	50.9
GERMAN	1.0	0.9	0.8	0.7	0.6	0.6
LENGTH SEGMENTATION %						
74 MM AND SHORTER	5.2	4.4	3.5	2.8	2.9	2.4
75 MM TO 82 MM	27.0	26.6	12.5	3.1	2.3	.01
83 MM TO 88 MM	58.6	60.4	74.9	84.8	84.3	86.1
90 MM TO 95 MM	2.8	2.6	2.5	2.4	2.5	2.4
96 MM TO 101MM	6.3	5.9	6.4	6.7	7.9	9.0
+102 MM	0.1	0.1	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.05	0.1	0.2	0.4	0.7	1.1
20 CIGTS/PACK	99.95	99.9	99.8	99.4	99.3	98.9
PACK TYPE SEGMENTATION %						
SOFT PACK	58.9	58.0	53.4	50.5	46.2	42.1
FLIP TOP BOX	40.4	41.4	46.0	48.9	53.2	57.3
SLIDE AND SHELL	0.1	0.09	0.09	0.1	0.1	0.1
PRINCESS PACK	0.5	0.6	0.6	0.5	0.5	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ITALY)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON: *						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR (MILLIONS)	700	898	871	807	NA	NA
PIPE TOBACCO (THOUSAND KILOS)	NA	NA	NA	NA	NA	NA
ROLL YOUR OWN (THOUSAND KILOS)	NA	NA	NA	NA	NA	NA
SNUFF (THOUSAND KILOS)	52	53	49	36	NA	NA

* Printed numbers are not required by Law, so they are printed only for Marketing purposes for light brands as Marlboro Lights, Merit, Philip Morris Super and Ultra lights, etc.

2500058294

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: NETHERLANDS

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.7	15.6	15.6	16.1	16.7	17.2
POPULATION TOTAL (MILLIONS)	14.5	14.6	14.7	14.8	14.9	15.0
PER CAPITA CONSUMPTION	1083	1068	1061	1088	1123	1147
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.8	18.6	18.4	18.0	19.0	22.2
% OF FEMALE POPULATION	22.7	22.7	22.7	22.5	23.0	26.2
% OF MALE POPULATION	14.9	14.6	14.3	14.2	15.1	18.2
COMPANY SHARES						
1) B.A.T.	24.5	23.6	23.1	22.6	22.9	22.7
2) PHILIP MORRIS	14.2	15.8	17.4	18.5	20.8	22.1
3) TURMAC (ROTHMANS)	22.4	21.7	21.3	20.8	19.4	18.8
4) LAURENS(ROTHMANS)	20.5	20.0	18.8	18.1	16.7	15.8
5) REYNOLDS	11.8	12.3	12.8	13.5	13.9	14.5
6) REEMTSMA	3.0	2.4	2.5	2.6	2.8	3.2
7) NIEMEYER	3.6	3.2	2.9	2.6	2.3	1.7
8) GRUNO	N.A.	1.0	1.2	1.3	1.1	1.2

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NETHERLANDS)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PH. MORRIS	PH. MORRIS	12.2	13.7	15.5	16.7	18.9	20.0
2) CAMEL	REYNOLDS	REYNOLDS	11.3	11.8	12.4	12.9	13.5	14.2
3) CABALLERO	ROTHMANS	LAURENS	17.4	16.9	16.1	15.5	14.2	13.4
4) P. STUYVES.	ROTHMANS	TURMAC	9.7	9.6	9.6	9.5	9.0	8.7
5) PALL MALL	ROTHMANS	TURMAC	8.0	7.7	7.3	7.0	6.3	5.9
6) BARCLAY	B.A.T.	B.A.T.	2.6	3.1	3.4	4.0	4.9	5.7
7) GLADSTONE	B.A.T.	B.A.T.	6.7	6.5	6.3	5.9	5.6	5.1
8) BELINDA	B.A.T.	B.A.T	6.1	5.9	5.5	5.3	4.9	4.6
9) MANTANO	B.A.T.	B.A.T.	4.1	3.8	3.5	3.2	2.8	2.5
10) DUNHILL	ROTHMANS	LAURENS	2.1	2.1	2.0	1.9	1.8	1.7
11) TIVOLI	ROTHMANS	LAURENS	2.2	2.1	1.9	1.9	1.6	1.7
12) HB CROWN	B.A.T.	B.A.T.	1.3	1.1	1.1	1.2	1.4	1.5
13) ROXY	GALLAHER	NIEMEYER	2.9	2.6	2.4	2.1	1.9	1.5
14) GAULOISES	SEITA		0.7	0.6	0.7	0.8	0.9	1.1
15) GOLD DOLLAR	B.A.T.		1.0	0.7	0.8	0.7	0.8	0.9
16) PH. MORRIS	PH. MORRIS	PH. MORRIS	0.7	0.6	0.8	0.8	0.8	0.8
17) WEST	REEMTSMA		0.4	0.3	0.3	0.4	0.6	0.8
18) CHESTERFIELD			0.5	0.5	0.4	0.5	0.6	0.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			70.3	72.2	74.5	76.5	78.9	80.7
FILTER MENTHOL			4.7	4.7	4.6	4.4	4.2	4.1
NON-FILTER			25.0	23.1	20.9	19.1	16.9	15.2
PRICE SEGMENTATION %								
EXPENSIVE	(DFL. 0,2000)		2.3	2.7	2.8	2.9	3.3	3.4
HIGH	(DFL. 0,1800 - 0,1999)		19.8	22.0	24.0	25.6	28.0	29.9
POPULAR	(DFL. 0,1700 - 0,1799)		64.4	61.8	59.7	57.6	57.8	57.6
SOUS POPULAR	(DFL. 0,1601 - 0,1699)		11.3	11.7	11.6	12.1	9.2	7.2
CHEAP	(DFL. 0,1600 AND BELOW)		2.2	1.8	1.9	1.8	1.7	1.9

2500058296

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NETHERLANDS)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0 - 7 mg tar)	6.4	6.8	6.8	7.5	8.5	9.2
NORMAL LOW (7 - 13 mg tar)	8.8	9.0	9.2	9.6	10.4	11.4
MEDIUM/FULL FLAVOR (13+ mg tar)	84.8	84.2	84.0	82.9	81.1	79.4
TOBACCO TYPE SEGMENTATION %						
CONTINENTAL	50.5	49.1	47.7	46.5	44.6	43.1
AMERICAN	39.3	41.0	42.7	44.1	46.5	48.2
VIRGINIA	4.1	4.0	3.8	3.6	3.2	3.0
BLACK	1.3	1.2	1.3	1.4	1.5	1.7
MENTHOL	4.8	4.7	4.5	4.4	4.2	4.0
LENGTH SEGMENTATION %						
REGULAR (70 - 80 mm)	23.5	21.9	19.8	18.0	16.5	15.0
K.S. (80 - 90 mm)	71.5	72.6	74.5	76.3	77.8	79.3
S.K.S. (90 - 100 mm)	1.4	1.3	1.1	1.0	0.9	0.8
100 mm	3.4	4.0	4.5	4.6	4.7	4.8
120 mm	0.2	0.2	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION						
SOFT PACK	76.3	71.9	58.3	45.3	34.9	27.9
FLIP TOP BOX	21.7	26.2	40.0	53.0	63.6	70.7
OTHERS	2.0	1.9	1.7	1.7	1.5	1.4

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NETHERLANDS)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T & N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BRANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NETHERLANDS)		1986	1987	1988	1989	1990	1991
CONSUMPTION OF OTHER TOBACCO PRODUCTS							
CIGARS	(MILLIONS)	633	592	528	519	487	484
PIPE TOBACCO	(THOUSAND KILOS)	732	702	690	*850	*892	*747
ROLL YOUR OWN	(THOUSAND KILOS)	17395	16680	16368	16147	16,953	14,187
CHEWING TOBACCO	(THOUSAND KILOS)	183	176	172	---	---	---

*INCLUDING CHEWING TOBACCO

2500058299

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: PORTUGAL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	13,788	14,134	14,213	14,328	14,977	15,542
OF WHICH LOCAL MANUFACTURE:	4,275	4,488	4,734	4,907	4,599	5,192
IMPORTED FROM 1) BELGIUM	---	---	---	---	42	258
2) SPAIN	---	---	---	---	3	2
POPULATION TOTAL (MILLIONS) MAINLAND	9,681	9,723	9,761	9,793	9,822	9,849
PER CAPITA CONSUMPTION	1,424	1,454	1,456	1,463	1,525	1,581
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	29.8	24.2	19.4	22.4	N.A.
% OF FEMALE POPULATION	N.A.	14.7	10.3	8.8	8.9	N.A.
% OF MALE POPULATION	N.A.	46.6	39.7	31.0	37.3	N.A.
COMPANY SHARES						
1) TABAQUEIRA	98.9	99.1	99.2	99.2	98.7	97.5
2) PHILIP MORRIS	0.6	0.5	0.5	0.5	0.7	1.7
3) REYNOLDS	0.4	0.3	0.2	0.2	0.5	0.7
4) SEITA	0.1	0.1	0.1	0.1	0.1	0.1
5) TABACALERA	---	---	---	---	<0.1	<0.1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PORTUGAL)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SG	TABAQUEIRA	TABAQUEIRA	78.3	80.5	82.9	84.2	85.5	85.1
2)PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	8.7	8.5	8.2	8.2	7.7	7.2
3)KENTUCKY	TABAQUEIRA	TABAQUEIRA	7.4	6.2	4.9	3.8	2.8	1.8
4)MARLBORO	P. MORRIS	TABAQUEIRA	0.4	0.4	0.4	0.4	0.6	1.7
5)SURF LIGHTS	TABAQUEIRA	TABAQUEIRA	---	---	---	---	---	1.0
4)RITZ	TABAQUEIRA	TABAQUEIRA	1.8	1.5	1.1	1.0	0.9	0.8
5)PROVISORIOS	TABAQUEIRA	TABAQUEIRA	0.6	0.8	0.7	0.6	0.6	0.6
7)DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	0.6	0.5	0.3	0.4	0.5	0.6
10)CAMEL BOX	REYNOLDS	TABAQUEIRA	0.1	<0.1	<0.1	<0.1	0.3	0.5
8)CT KS	TABAQUEIRA	TABAQUEIRA	0.4	0.4	0.4	0.4	0.4	0.3
9)SINTRA	TABAQUEIRA	TABAQUEIRA	0.3	0.3	0.3	0.3	0.3	0.2
11)WINSTON	REYNOLDS	TABAQUEIRA	0.1	<0.1	<0.1	<0.1	0.2	0.2
15)GAULOISES	SEITA	TABAQUEIRA	0.1	<0.1	<0.1	<0.1	<0.1	0.1
14)VALMONT	REYNOLDS	TABAQUEIRA	0.2	0.1	0.1	<0.1	<0.1	<0.1
13)BOND	P. MORRIS	TABAQUEIRA	0.2	0.2	0.1	<0.1	<0.1	---
16)OTHERS			0.8	0.4	0.7	0.4	0.2	<0.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			88.4	90.2	92.0	93.2	94.5	95.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			11.5	9.7	7.9	6.7	5.4	4.1
PRICE SEGMENTATION %								
PREMIUM	(US $ +1.75)		0.6	0.5	0.5	0.6	1.2	2.5
HIGH	(US $ 1.53 - 1.60)		4.6	7.0	10.0	10.0	10.6	10.2
MEDIUM	(US $ 1.35 - 1.50)		85.4	83.7	83.3	84.3	84.3	84.5
LOW	(US $ 1.02)		2.0	1.6	1.3	1.3	1.1	1.0
ECONOMY	(US $ .58)		7.4	6.2	4.9	3.8	2.8	1.8
TAR CATEGORIES SEGMENTATION %								
FULL FLAVOR (+10 MG)			95.7	93.1	90.4	90.4	89.6	88.4
LIGHTS (6.1 - 10.0 MG)			4.3	5.7	6.6	7.4	8.1	9.5
ULTRALIGHTS (-6.0 MG)			<0.1	1.1	3.0	2.2	2.3	2.1

CHANGE: 1 US $ = 137 ESCUDOS

2500058301

(PORTUGAL)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION						
BLOND: AMERICAN	80.0	82.1	84.4	85.9	87.3	89.1
EUROPEAN	19.9	17.8	15.5	14.3	12.6	10.8
BLACK	0.1	0.1	0.1	0.1	0.1	0.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	53.7	51.0	48.5	47.9	48.7	48.9
80 MM to 85 MM	46.4	49.0	51.5	52.1	51.3	51.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.4	6.2	4.9	3.8	2.8	1.8
20 TO CIGTS/PACK	91.4	92.5	94.1	95.2	97.2	98.2
21 TO 24 CIGTS/PACK	1.2	1.3	1.0	1.0	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	94.6	90.5	89.8	89.8	88.6	87.5
FLIP TOP BOX	5.4	9.5	10.2	10.2	11.4	12.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PORTUGAL)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS*						
CIGARS (MILLIONS)	0.37	0.33	0.41	0.27	N.A.	N.A.
SMALL CIGARS (MILLIONS)	2.01	2.42	2.94	2.16	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	15.1	12.8	12.4	11.6	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	134.4	121.0	117.3	103.6	N.A.	N.A.

*ONLY TABQUEIRA'S BRANDS

2500058303

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

		1986	1987*	1988*	1989*	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)		77,827	79,956	77,315	79,357	81,908	84,458
OF WHICH LOCAL MANUFACTURE:		77,593	79,576	76,900	78,871	81,448	83,895
IMPORTED FROM 1) U.S.A.		10	33	<1	---	---	---
2) U.K.		63	115	165	148	117	142
3) GERMANY		61	66	93	100	68	88
4) OTHERS		100	166	157	238	275	333
POPULATION TOTAL (MILLIONS)		37,236	37,389	37,543	37,696	37,847	38,044
PER CAPITA CONSUMPTION		2,090	2,138	2,059	2,105	2,164	2,220
SMOKER INCIDENCE							
% OF TOTAL POPULATION		38.6	38.3	36.6	34.3	35.0	36.4
% OF FEMALE POPULATION		23.1	23.8	21.2	22.9	23.9	20.6
% OF MALE POPULATION		50.1	53.4	47.1	46.2	46.6	43.3
COMPANY SHARES							
1) TABACALERA, S.A.	(T.S.A.)	75.5	73.6	71.6	70.3	67.4	64.6
2) PHILIP MORRIS	(P.M.)	4.3	6.8	8.7	10.5	12.9	15.8
3) R.J. REYNOLDS	(R.J.R.)	9.0	9.0	9.4	9.6	10.1	10.1
4) B.A.T.	(B.A.T.)	4.7	4.7	5.0	4.9	5.3	5.5
8) OTHERS		6.5	5.9	5.3	4.7	4.3	4.0

* AS OF 1987 INCLUDING CEUTA & MELILLA

2500058304

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SPAIN)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DUCADOS	T.S.A	T.S.A.	35.9	36.0	34.6	34.1	31.7	29.4
2) FORTUNA	T.S.A.	T.S.A./P.M.	23.4	22.6	23.2	23.5	24.5	23.9
3) MARLBORO	P.M.	P.M./T.S.A	3.6	5.2	7.1	8.7	10.7	13.4
4) WINSTON	R.J.R.	T.S.A./R.J.R.	7.5	7.7	7.8	7.7	8.0	7.9
5) LUCKY STRIKE	T.S.A.	T.B.C.	2.8	2.8	3.0	3.1	3.6	3.9
6) CELTAS	T.S.A.	T.S.A	5.6	5.2	4.8	4.1	3.1	3.4
7) BN	T.S.A	T.S.A	3.2	3.1	3.1	3.0	2.9	2.8
8) CHESTERFIELD	PM	PM	0.5	1.5	1.5	1.6	1.9	2.3
9) CAMEL	R.J.R.	R.J.R.	1.5	1.3	1.6	1.8	2.1	2.2
10) NOBEL	T.S.A.	P.M.	1.7	1.6	1.5	1.6	1.7	1.8
11) HABANOS	T.S.A	T.S.A	1.8	1.6	1.7	1.8	1.7	1.7
12) ROYAL CROWN	T.S.A.	T.B.C.	1.6	1.5	1.3	1.3	1.3	1.2
13) REX	CITA/REEMTSMA	CITA/REEMTSMA	2.1	1.8	1.6	1.4	1.2	1.1
14) CORONAS	CITA/REEMTSMA	CITA/REEMTSMA	0.8	0.7	0.6	0.6	0.6	0.7
15) DIANA	T.S.A.	T.S.A	0.9	0.8	0.8	0.7	0.7	0.6
16) OTHERS			7.1	6.6	5.8	5.0	4.3	3.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.0	96.4	96.9	98.3	99.2	99.2
FILTER MENTHOL			0.5	0.4	0.5	0.4	0.4	0.5
NON-FILTER			3.5	3.2	2.6	1.3	0.4	0.3
PRICE SEGMENTATION % (ACTUAL PRICES)*								
(PER 20'S PACK IN US $)								
PREMIUM	(1.80 +)		0.2	0.2	0.2	0.2	1.2	0.1
HIGH	(1.79)		13.1	14.8	17.3	19.2	21.6	24.3
MEDIUM-HIGH	(1.30-1.50)		0.9	1.8	2.0	1.9	2.1	2.6
MEDIUM	(1.03-1.29)		29.6	28.6	29.1	29.5	31.2	31.3
MEDIUM-LOW	(.57-.96)		8.9	8.3	7.8	7.7	7.3	7.1
LOW -	(.56)		47.2	46.2	43.5	41.5	37.6	34.6

*CHANGE: 1 us $ + 103 PTS.

2500058305

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SPAIN)	1986	1987	1988	1989	1990	1991
TAR SEGMENTATION %						
FULL FLAVOR (+10.0 MG)	96.5	96.7	96.6	96.4	96.3	96.1
LIGHTS (6.1-10.0 MG)	3.5	3.3	3.3	3.4	3.5	3.6
ULTRALIGHTS	---	--	0.1	0.2	0.3	0.3
LENGTH SEGMENTATION %						
70 MM	2.7	2.4	2.0	1.3	0.4	0.3
80 MM	18.8	21.4	24.0	26.3	29.6	33.0
85 MM	77.7	75.4	73.1	71.6	69.2	65.9
95 MM	0.2	0.3	0.3	0.3	0.2	0.2
100 MM	0.6	0.5	0.5	0.5	0.5	0.5
120 MM	<0.1	<0.1	0.1	<0.1	<0.1	<0.1
PACK COUNT SEGMENTATION %						
10 TO 18 CIGTS/PACK	0.3	0.2	---	---	<0.1	---
20 CIGTS/PACK	99.7	99.8	100.0	100.0	99.9	100.0
OVER 20 CIGTS/PACK	<0.1	<0.1	<0.1	<0.1	<0.1	<0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	77.6	75.1	72.6	69.9	66.6	62.6
FLIP TOP BOX	22.1	24.7	27.1	29.8	33.1	37.1
PRINCESS PACK	0.2	0.2	0.2	0.2	0.2	0.2
OTHER (CAN/SHOULDER/SLIDE & SHELL)	<0.1	<0.1	<0.1	<0.1	0.1	0.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	44.0	45.2	48.2	50.1	54.3	57.3
VIRGINIA	2.0	2.0	2.0	1.9	1.8	1.9
GERMAM	0.1	0.1	0.1	0.1	0.1	0.1
EUROPEAN	<0.1	<0.1	0.1	0.1	<0.1	<0.1
BLACK:	53.9	52.6	49.7	47.9	43.8	40.7

2500058306

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SPAIN)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION (A)	1(XXX)	1(XXX)	2	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE (B)	3	3	3	3	3	3
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING (B)	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
(XXX) Only for LTN brands						
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	799.1	779.3	747.9	728.7	729.4	725.5
PIPE TOBACCO (THOUSAND KILOS)	117.2	108.3	97.6	96.8	96.7	103.0
ROLL YOUR OWN (THOUSAND KILOS) (C)	348.8	462.4	524.0	430.9	451.6	421.7
SNUFF (KILOS)	N.A.	N.A.	381.0	110.1	51.7	22.1
CHEWING TOBACCO (KILOS)	N.A.	N.A.	46.0	61.0	N.A.	N.A.

(A) NO ADVERTISING ON TV BY LAW FROM NOVEMBER 11, 1988
(B) ALLOWED ONLY IN TOBACCO SHOPS
(C) AS OF 1988 INCLUDING IDEALES CUADRADO

2500058307

NAME OF MARKET: UNITED KINGDOM

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	94,358	98,126	96,999	98,045	98,326	95,405
TOTAL IMPORTED:	NA	NA	NA	NA	NA	NA
POPULATION TOTAL (MILLIONS)	56.5	56.5	57.1	57.2	57.6	*57.7
PER CAPITA CONSUMPTION	1,670	1,737	1,699	1,715	1,707	1,653
SMOKER INCIDENCE						
% OF TOTAL POPULATION	26	25	24	23	22	NA
% OF FEMALE POPULATION	26	26	25	23	23	NA
% OF MALE POPULATION	25	25	23	23	22	NA
COMPANY SHARES						
1) GALLAHER	33.0	35.7	38.5	40.1	41.9	41.2
2) IMPERIAL	40.5	39.3	37.1	34.9	33.2	33.8
3) CARRERAS ROTHMAN	10.7	9.4	9.0	9.3	9.0	8.5
4) PHILIP MORRIS	4.8	4.8	5.0	5.0	4.8	4.8
5) B.A.T.	0.3	0.0	0.0	0.0	0.0	0.0
6) REYNOLDS	3.4	3.3	3.3	3.5	3.4	3.3
OTHERS	7.3	7.5	7.1	7.2	7.7	8.4

*Estimated

2500058308

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(UNITED KINGDOM)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES % *								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)BENSON AND HEDGES	GALLAHER	GALLAHER	17.6	18.6	19.2	19.1	19.1	18.2
2)EMBASSY/REGAL	WILLS	WILLS	15.3	14.4	13.9	13.9	14.8	15.5
3)SILK CUT	GALLAHER	GALLAHER	7.3	7.5	8.3	9.2	10.0	10.2
4)BERKELEY	GALLAHER	GALLAHER	4.5	6.4	8.0	9.0	9.8	10.0
5)LAMBERT & BUTLER	WILLS	WILLS	5.3	6.8	7.5	7.3	7.4	7.0
6)SUPERKINGS	IMPERIAL	IMPERIAL	7.4	6.6	5.7	5.4	5.2	6.7
7)JOHN PLAYER SPECIAL	PLAYERS	PLAYERS	5.5	5.5	4.8	4.3	3.9	4.0
8)DORCHESTER	REYNOLDS	REYNOLDS	3.1	3.0	3.0	3.2	3.0	2.8
9)MARLBORO	PM	PM	2.4	2.4	2.3	2.3	2.5	2.6
10)RAFFLES	PM	PM	2.4	2.4	2.7	2.6	2.3	2.3
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			95.4	95.6	95.7	NA	NA	NA
FILTER MENTHOL			1.4	1.5	1.7	NA	NA	NA
NON-FILTER			3.2	2.9	2.6	NA	NA	NA
PRICE SEGMENTATION %**								
PREMIUM			NA	NA	NA	62.7	61.2	60.5
LOW			NA	NA	NA	30.3	31.5	31.6
OWN LABEL			NA	NA	NA	7.0	7.3	7.9

*BASED ON RAL AUDIT - CONSUMER SALES

**PRICE SEGMENTATION - REWORKED - 1985 REFLECTS EMERGENCE OF NEW APPROACH TO PRICE FIGHTING WITH MOST PREVIOUS LOW ASP VS PREMIUM RRP BRANDS REVERTING TO PREMIUM PRICING

2500058309

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(UNITED KINGDOM)

	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION%						
LOW (1-10MG)	16.0	16.2	17.2	18.7	20.1	21.0
LOW TO MIDDLE (11-16MG)	44.9	45.8	45.8	48.1	48.3	49.3
MIDDLE/FULL FLAVOR (17-22MG)	38.9	37.8	36.7	32.8	31.2	29.3
MIDDLE TO HIGH (23-28MG)	0.2	0.2	0.1	---	---	---
TOBACCO TYPE SEGMENTATION %						
BLOND: BLENDED	3.0	2.5	2.4	2.6	2.7	2.8
VIRGINIA	97.0	97.5	97.6	95.5	95.3	95.0
BLACK	*	*	*	1.9	2.0	2.2
LENGTH SEGMENTATION %						
70 MM TO 79 MM	8.8	8.0	7.4	6.4	5.5	4.8
80 MM TO 85 MM	67.4	67.6	63.9	64.1	64.5	64.4
86 MM ABOVE	20.4	24.4	26.1	27.3	29.9	30.7
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.7	9.8	9.6	9.3	9.2	9.6
20 CIGTS/PACK	90.3	90.2	90.4	90.7	90.8	90.4
PACK TYPE SEGMENTATION %						
SOFT PACK	*	*	*	*	*	*
FLIP TOP BOX	99.0	99.0	99.0	99.0	99.0	99.0
SLIDE AND SHELL	*	*	*	*	*	*
PRINCESS PACK	*	*	*	*	*	*

(*DENOTES LESS THAN 1%) No data available for vending packs that historically range between 16-20 cigarettes per pack depending on prices.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(UNITED KINGDOM)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
, ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (EXCEPT SPORTS SPONSORSHIP)	YES	YES	YES	YES	YES	YES

2500058311

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(UNITED KINGDOM)

	1986	1987	1988	1989	1990	1991
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	1,534	1,649	1,766	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	2,338	2,290	2,442	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	4,362	4,275	4,287	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
KRETEK (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

EEMA

2500058313

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECHOSLOVAKIA

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

ROMANIA

SAUDI ARABIA

2500058314

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES DOMESTIC

YUGOSLAVIA

2500583815

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	19.1	18.9	19.6	15.9		
PER CAPITA CONSUMPTION	852	820	810	641		
COMPANY SHARES (%)						
1) SNTA	89.0	92.5	92.5	90.5		
2) PHILIP MORRIS	4.3	2.9	4.5	6.4		
3) R.J. REYNOLDS	2.9	3.4	3.0	3.1		
4) ROTHMANS INTERNATIONAL	3.8	1.2	--	--		
COMPANY SHARES - INTERNATIONAL SEGMENT (%)						
1) PHILIP MORRIS	39.1	38.9	60.8	67.6		
2) R. J. REYNOLDS	26.4	45.4	39.2	32.4		
3) ROTHMANS INTERNATIONAL	34.5	15.7	--	--		
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	2	2
D) MAGAZINES			2	2	2	2
E) COUPONS			2	2	2	2
F) POINT OF SALE			2	2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			3	2	2	2

2500058316

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ALGERIA)

		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS			YES	YES	YES	YES
	B) CARTONS			NO	NO	NO	NO
	C) ADVERTISING			--	--	--	--
SPECIFIC T&N NUMBERS ON:							
	A) PACKS			NO	NO	NO	NO
	B) CARTONS			NO	NO	NO	NO
	C) ADVERTISING			--	--	--	--

2500058317

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: AUSTRIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.6	15.2	14.5	14.1	14.4	14.7
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.6	7.7
PER CAPITA CONSUMPTION	2054	2057	1968	1912	1865	1903
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	31.0	31.0	31.0	31.0	31.0
% OF FEMALE POPULATION	N.A.	25.0	25.0	25.0	25.0	25.0
% OF MALE POPULATION	N.A.	38.0	38.0	39.0	39.0	39.0
COMPANY SHARES %						
1) ATW	71.7	71.1	68.7	65.9	71.7	71.4
2) PHILIP MORRIS	6.5	7.9	9.5	10.9	12.5	14.4
3) BAT	5.5	5.1	5.0	4.5	4.7	4.5
4) REEMTSMA	4.3	4.2	4.3	4.3	4.1	3.8
5) OTHERS	12.0	11.7	12.5	14.4	7.0	5.9
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER						
1)MEMPHIS / ATW / ATW	16.5	18.0	18.5	19.2	23.3	24.3
2)MARLBORO / PM / ATW	6.5	7.8	9.4	10.8	12.2	14.0
3)MILDE SORTE / ATW / ATW	10.5	10.6	11.6	11.6	13.1	12.6
4)HOBBY / ATW / ATW	14.5	12.7	11.2	9.9	8.7	7.7
5)FALK / ATW / ATW	10.7	10.0	8.9	7.4	6.4	5.7
6)DAMES / ATW / ATW	9.6	8.5	7.3	6.7	6.1	5.7
7)HB / ATW / ATW	5.5	5.1	5.0	4.5	4.2	4.1
8)ERNTE 23 / REEMTSMA / ATW	4.3	4.2	4.3	4.3	4.1	3.8
9)CASABLANCA / ATW / ATW	---	0.6	1.2	2.3	2.7	2.6
10)MAVERICK / ATW / ATW	---	1.9	2.0	1.9	2.0	2.0

2500058318

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(AUSTRIA)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	99.5	99.6	99.6	99.7	99.0	99.1
FILTER MENTHOL	---	---	---	---	---	---
NON-FILTER	0.5	0.4	0.4	0.3	1.0	0.9
TASTE CATEGORY SEGMENTATION %						
FULL FLAVOR	69.7	70.4	73.8	74.6	71.6	71.9
LIGHTS	30.3	29.6	26.2	25.4	27.2	26.5
SUPERLIGHTS	---	---	---	---	1.2	1.5
LENGTH SEGMENTATION%						
80-84 MM	100.0	100.0	99.9	99.7	96.9	97.0
94 AND 100 MM	---	---	0.1	0.3	3.1	3.0
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	49.2	44.8	40.6	36.2	35.3	32.1
FLIP TOP BOX	50.8	55.2	58.4	63.8	64.7	67.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2	**2
D) MAGAZINES	3	3	3	3	2	**2
E) COUPONS	3	3	3	3	2	**2
F) POINT OF SALE	1	1	1	1	2	**2
G) BILLBOARDS	1	1	1	1	2	**2
H) CINEMA	1	1	1	1	2	**2
I) SAMPLING	1	1	1	1	2	**2

*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.
**) CIGARETTE ADVERTISING AND SPONSORSHIPS ACCORDING TO AGREEMENT WITH THE MONOPOLY, AUSTRIA TABAK, IS ONLY PERMITTED BY AT

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(AUSTRIA)

	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	34.3	33.3	33.3		
PIPE TOBACCO (THOUSAND KILOS)	N.A.	140.3	129.5	119.0		
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	146.3	146.8	148.9		
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	0.5	0.7	0.6		
SNUFF (THOUSAND KILOS)	N.A.	7.0	7.1	7.1		

2500058320

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: BAHRAIN

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		0.6	0.6	0.5	0.6	0.6	0.6
PER CAPITA CONSUMPTION		1388	1307	1186	1189	1230	1215
COMPANY SHARES (%)							
1)PHILIP MORRIS		15.8	20.0	20.8	23.9	30.0	35.4
2)ROTHMANS INTERNATIONAL		45.4	41.0	37.0	36.0	32.6	31.0
3)B.A.T.		22.8	20.8	17.4	16.1	17.0	13.5
4)R. J. REYNOLDS		1.9	5.3	11.6	12.0	9.9	9.9
5)GALLAHER		6.1	4.5	4.0	3.5	3.4	3.8
6)BROWN & WILLIAMSON		5.2	5.1	6.0	6.0	3.9	3.1
OTHERS		2.9	3.2	3.1	3.7	3.2	3.3
BRAND FAMILY SHARES %	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	14.4	18.2	18.9	19.5	19.8	21.3
2)ROTHMANS	R.I.	17.9	16.0	15.7	15.1	15.4	15.4
3)L&M	PHILIP MORRIS	1.2	1.3	1.4	3.9	9.8	13.5
4)PLAYERS GOLD LEAF	B.A.T.	13.8	12.1	10.5	10.3	11.8	9.5
5)DUNHILL	R.I.	19.1	16.6	11.4	9.8	8.3	7.6
6)DORCHESTER	R.J. REYNOLDS	---	---	2.1	3.9	4.9	4.5
7)CRAVEN A	R.I.	1.4	1.7	3.8	5.4	4.1	4.5
8)MONTE CARLO	R. J. REYNOLDS	---	---	---	---	---	3.3
9)SILK CUT	GALLAHER	4.3	3.9	3.7	3.2	3.0	3.3
10)KENT	BROWN & WILLIAMSON	5.1	4.9	5.1	5.0	3.4	2.7
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR (10-12 MG)		86.3	81.8	77.2	76.2	74.0	72.0
LIGHTS (6-10 MG)		11.2	15.6	19.5	20.9	23.0	25.6
SUPERLIGHTS (<6 MG)		2.5	2.6	3.3	2.9	2.9	2.4
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0

2500058321

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BAHRAIN)

	1986	1987	1988	1989	1990	1991
SEGMENTATION						
BY BLEND %						
UNITED KINGDOM	74.6	67.2	61.3	60.8	59.8	54.8
US	23.1	30.1	36.6	38.7	39.8	45.0
OTHERS	2.3	2.7	2.2	0.5	0.4	0.2
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	2.1	2.3	2.0	1.9	1.8	1.6
PREMIUM	62.6	64.6	40.4	38.6	35.6	35.7
BELOW PREMIUM	8.4	5.9	23.0	21.7	20.2	18.3
MEDIUM	15.0	13.6	2.6	2.6	2.4	3.4
LOW	7.2	7.7	12.3	11.2	15.3	23.8
CHEAP	4.8	5.8	19.7	23.9	24.7	17.2

2500058322

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BAHRAIN)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
**NOTATIONS: 1) YES*						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2*	*2*	*2*	*2*
B) RADIO			*2*	*2*	*2*	*2*
C) NEWSPAPERS			**3*	**3*	*3*	**3*
D) MAGAZINES			*1*	*1*	*1*	**3*
E) COUPONS			*2*	*1*	*1*	*1*
F) POINT OF SALE			*3*	*3*	*3*	*1*
G) BILLBOARDS			*3*	*2*	*2*	*2*
H) CINEMA			*2*	*2*	*2*	*1*
I) SAMPLING			*1*	*1*	*1*	*1*
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			*YES*	*YES*	*YES*	*YES*
B) CARTONS			*NO*	*NO*	*NO*	*NO*
C) ADVERTISING			*YES*	*YES*	*YES*	*YES*
SPECIFIC T&N NUMBERS ON:						
A) PACKS			*YES*	*YES*	*YES*	*YES*
B) CARTONS			*NO*	*NO*	*NO*	*NO*
C) ADVERTISING			*NO*	*NO*	*NO*	*NO*

**QUARTER PAGE MAXIMUM SIZE*

2500058323

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: BULGARIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.5	16.5	16.5	16.5	16.5	16.3
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.9	8.9	8.9
PER CAPITA CONSUMPTION	1,854	1,854	1,854	1,854	1,854	1,831
COMPANY SHARES (%) (IMPORTS SEGMENT)						
1)PHILIP MORRIS	55.8	42.8	46.1	43.5	45.6	47.2
2)ROTHMANS	9.8	11.5	11.0	13.7	12.9	11.6
3)PAPASTRATOS	---	---	---	---	---	11.6
4)R.J.REYNOLDS	4.1	9.9	9.6	11.2	12.9	10.0
5)B&W	14.7	20.6	20.7	17.5	15.6	9.2
6)B.A.T. (GERMANY HB)	12.6	9.0	6.5	7.8	8.6	6.7
7)BRINKMANN	2.7	3.1	3.2	3.8	3.0	1.7
8)REEMTSMA	0.5	2.2	2.9	2.5	1.4	0.8
9)OTHERS	---	---	---	---	---	1.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION					2	2
B) RADIO					2	2
C) NEWSPAPERS					2	2
D) MAGAZINES					2	2
E) COUPONS					N.A.	N.A.
F) POINT OF SALE					1	1
G) BILLBOARDS					2	2
H) CINEMA					2	2
I) SAMPLING					1	1

2500058324

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

BULGARIA

		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTING ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS					*YES	**YES
	B) CARTONS					NO	NO
	C) ADVERTISING					N.A.	N.A.
SPECIFIC T&N NUMBERS ON:							
	A) PACKS					NO	NO
	B) CARTONS					NO	NO
	C) ADVERTISING					N.A.	N.A.

*BUT NOT IMPLEMENTED BY STATE LICENSE
**FOR LOCALLY PRODUCED PRODUCTS ONLY CURRENTLY

2500058325

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: CZECHOSLOVAKIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.5	26.5	26.5	26.8	27.7	29.0
POPULATION TOTAL (MILLIONS)	15.6	15.6	15.6	15.6	15.6	15.6
PER CAPITA CONSUMPTION	1,699	1,699	1,699	1,718	1,776	1,859
COMPANY SHARES (%) (INTERNATIONAL SEGMENT)						
1)PHILIP MORRIS	26.6	36.5	39.2	33.3	32.7	47.4
2)ATW	17.7	19.8	28.1	32.9	32.2	23.1
3)R.J.REYNOLDS	12.0	8.3	6.0	7.6	10.2	9.3
4)ROTHMANS	17.4	9.4	8.8	12.4	11.3	9.3
5)BAT/B&W	10.2	13.5	8.4	9.4	7.4	5.6
6)REEMTSMA	5.3	4.8	5.6	4.3	4.5	3.7
7)OTHERS	10.8	7.7	3.9	0.1	1.7	1.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION					2	3
B) RADIO					2	3
C) NEWSPAPERS					3	3
D) MAGAZINES					3	3
E) COUPONS					3	3
F) POINT OF SALE					3	3
G) BILLBOARDS					3	3
H) CINEMA					3	3
I) SAMPLING					3	3

2500058326

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

CZECHOSLOVAKIA

	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS					YES*	YES
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO
SPECIFIC T&N NUNBERS ON:						
A) PACKS					NO	YES
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO

2500058327

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: EGYPT

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		45.8	48.7	45.3	43.5	41.2	41.5
PER CAPITA CONSUMPTION		923	910	829	789	730	718
COMPANY SHARES (%)							
1) LOCAL MONOPOLY		96.5	96.9	97.1	96.9	95.9	95.7
2) PHILIP MORRIS (LIC. 1986)		2.5	2.5	2.2	2.2	3.3	3.6
3) ROTHMANS INTERNATIONAL (LIC 1986)		0.6	0.4	0.3	0.4	0.4	0.5
OTHER INTERNATIONAL		0.4	0.2	0.4	0.5	0.4	0.2
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)CLEOPATRA	EASTERN	93.4	94.7	94.4	93.8	90.8	90.9
2)OTHER LOCAL	EASTERN	3.1	2.2	2.7	3.1	5.1	4.8
3)MARLBORO	P.M. (LIC. 1986)	2.5	2.5	2.2	2.2	3.3	3.6
4)ROTHMANS	R.I. (LIC. 1986)	0.6	0.4	0.3	0.4	0.3	0.4
5)KENT	B&W	0.1	0.2	0.2	0.2	0.2	0.1
MARKET SEGMENTATION (%)							
FILTER		100.0	100.0	100.0	100.0	100.0	100.0
NON-FILTER		--	--	--	--	--	--
TASTE CATEGORY SEGMENTATION %							
HIGH/FULL FLAVOR		99.9	94.8	96.4	97.4	97.9	99.1
LOW		0.1	5.2	3.6	2.6	2.1	0.9
SEGMENTATION BY CIG. LENGTH (%)							
80/85 MM		58.5	69.0	74.7	77.8	80.4	77.2
100 MM		41.5	31.0	25.3	22.2	19.6	22.8

2500058328

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(EGYPT)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY PACK TYPE %						
SOFT	96.0	91.3	93.5	94.4	94.5	94.6
BOX	4.0	8.7	6.5	5.6	5.5	5.4
SEGMENTATION BY BLEND %						
ORIENTAL	96.5	96.9	97.1	96.9	96.0	95.5
U.S.	2.9	2.7	2.4	2.5	3.5	4.0
UNITED KINGDOM	0.6	0.4	0.4	0.6	0.5	0.5
COMPANY SHARES-INTERNATIONAL SEGMENT (%)						
1) PHILIP MORRIS	72.4	81.2	77.2	71.5	79.0	84.2
2) ROTHMANS INTERNATIONAL	16.4	11.4	11.2	14.6	9.5	10.8
3) BROWN & WILLIAMSON	4.6	5.1	6.7	6.8	4.8	1.8
4) GALLAHER	0.1	1.0	2.2	3.1	1.9	1.8
5) R. J. REYNOLDS	5.8	0.3	1.2	2.4	4.0	0.9
6) AMERICAN TOBACCO	--	--	--	--	0.4	0.4
7) B.A.T.	0.5	0.9	1.5	1.6	0.7	0.2
OTHERS	0.2	0.1	--	--	--	--

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT (%)							
1)	MARLBORO	PHILIP MORRIS	70.2	81.2	77.2	71.5	79.0	84.2
2)	ROTHMANS	ROTHMANS INTERNATIONAL	16.0	11.4	11.2	13.4	7.7	9.4
3)	KENT	B&W	4.6	5.1	6.7	6.8	4.6	1.8
4)	SILK CUT	GALLAHER	0.1	1.0	2.2	3.1	1.9	1.8
5)	DUNHILL	ROTHMANS INTERNATIONAL	0.4	--	--	1.2	1.8	1.4
6)	WINSTON	R.J. REYNOLDS	--	--	0.6	1.7	3.2	0.5
7)	CAMEL	R.J. REYNOLDS	5.8	0.3	0.6	0.6	0.8	0.3
8)	DU MAURIER	B.A.T.	0.5	0.9	1.5	1.6	0.7	0.2

2500058329

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(EGYPT)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			3	3	3	*1
D) MAGAZINES			3	3	3	*1
E) COUPONS			-	-	3	*1
F) POINT OF SALE			3	3	3	*1
G) BILLBOARDS			3	3	3	*1
H) CINEMA			2	2	2	2
I) SAMPLING			1	1	3	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*RESTRICTIONS ON USE OF GOVERNMENT BUILDINGS OR OFFICIAL NEWSPAPERS, SCHOOLS, HOSPITALS BUT GENERALLY FREE.

2500058330

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: FINLAND

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		7.2	7.7	7.4	7.7	7.1	6.9
PER CAPITA CONSUMPTION		1472	1569	1505	1552	1431	1368
COMPANY SHARES (%)							
1)PHILIP MORRIS		58.6	59.9	62.3	63.6	65.5	64.5
2)SUOMEN-TUPAKKA (BAT)		20.3	20.1	19.8	19.0	18.3	18.5
3)RETTIG		16.2	15.3	13.2	12.4	11.4	12.0
4)R. J. REYNOLDS		1.2	1.6	2.0	2.5	2.7	2.9
5)AMER-TUPAKKA		3.3	3.0	2.6	2.4	1.9	1.6
OTHERS		0.4	0.1	0.1	0.1	0.2	0.5
BRAND FAMILY SHARES (%)	MANUFACTURER						
1)MARLBORO	PM	44.8	44.4	45.6	45.8	46.7	44.4
2)BELMONT	PM	13.3	15.1	16.2	17.5	18.3	19.5
3)NORTH STATE	SUOMEN TUPAKKA	16.5	15.8	14.7	14.0	12.8	12.0
4)COLT	RETTIG	8.8	8.4	7.2	6.8	6.3	6.0
5)BARCLAY	B.A.T.	2.1	2.6	3.0	3.6	4.2	5.2
6)RETTIG'S LIGHT	RETTIG	4.0	3.9	3.7	3.5	3.2	3.1
7)CAMEL	R.J. REYNOLDS	1.1	1.5	2.0	2.4	2.6	2.9
8)FORM	AMER TUPAKKA	2.7	2.3	2.0	1.7	1.5	1.2
9)DOWNTOWN	RETTIG	---	---	---	---	---	1.1
MARKET SEGMENTATION (%)							
FILTER		99.0	99.4	99.5	99.6	99.7	99.7
NON-FILTER		1.0	0.6	0.5	0.4	0.3	0.3
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR		65.6	63.4	60.9	58.6	56.4	53.0
LIGHTS		18.7	19.2	19.4	19.5	19.8	20.9
SUPERLIGHTS		10.3	11.3	12.4	13.5	16.2	15.5
MENTHOL		5.4	6.1	7.3	8.5	9.6	10.6

2500058331

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(FINLAND)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY PACK TYPE %						
BOX	34.9	37.1	37.2	39.7	40.6	44.1
SOFT	65.0	62.8	62.7	60.3	59.4	55.9
PRINCESS	0.1	0.0	0.0	0.0	0.0	0.0
SEGMENTATION BY SIZE %						
60-75 MM	19.1	18.1	16.6	15.6	14.3	13.5
76-82 MM	77.8	77.9	78.4	78.0	78.5	47.3
83-85 MM	2.8	3.0	3.8	5.6	6.6	38.6
86 AND ABOVE	.4	.9	1.2	0.8	0.7	0.6
MENTHOL SEGMENTATION %						
MENTHOL	5.4	6.1	7.3	8.5	9.6	10.6
NON-MENTHOL	94.6	93.9	92.7	91.5	90.4	89.4

2500058332

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(FINLAND)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
**NOTATIONS: 1) YES*						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2*	*2*	*2*	*2*
B) RADIO			*2*	*2*	*2*	*2*
C) NEWSPAPERS			**2*	**2*	*2*	*2*
D) MAGAZINES			**2*	**2*	*2*	*2*
E) COUPONS			*2*	*2*	*2*	*2*
F) POINT OF SALE			*2*	*2*	*2*	*2*
G) BILLBOARDS			*2*	*2*	*2*	*2*
H) CINEMA			*2*	*2*	*2*	*2*
I) SAMPLING			*2*	*2*	*2*	*2*
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			*YES*	*YES*	*YES*	*YES*
B) CARTONS			*NO*	*NO*	*NO*	*NO*
C) ADVERTISING			*N/A*	*PROHIBITED*	*N/A*	*N/A*
SPECIFIC T&N NUMBERS ON:						
A) PACKS			*YES*	*YES*	*YES*	*YES*
B) CARTONS			*NO*	*NO*	*NO*	*NO*
C) ADVERTISING			*N/A*	*PROHIBITED*	*N/A*	*N/A*

**TRADE PRESS PREMITTED*

2500058333

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: GABON

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		NA	0.5	0.5	0.4	0.4	0.4
PER CAPITA CONSUMPTION			405	430	430		
COMPANY SHARES (%)							
1) ROTHMANS			49.8	47.1	51.6	52.3	52.6
2) BOLLORE			31.0	39.0	38.1	39.5	38.0
3) PM			14.5	10.2	7.3	6.0	7.6
4) SEITA			3.9	2.9	2.2	1.9	1.8
5) BAT			0.6	0.7	0.4	0.3	0.0
6) R.J. REYNOLDS			0.2	0.1	0.0	0.0	0.0
BRAND FAMILY SHARES (%)	MANUFACTURER						
1) DUNHILL	ROTHMANS		41.4	41.3	46.5	49.5	51.0
2) GABONAISES	BOLLORE		25.3	31.9	29.2	28.8	25.0
3) SPRINT	BOLLORE		5.5	7.2	8.9	10.8	10.9
4) MARLBORO	PM		14.5	10.2	7.3	6.0	7.6
5) BOSTON	BOLLORE		---	---	---	---	2.1
6) CRAVEN	ROTHMANS		6.7	4.4	4.0	2.1	1.2
7) GITANES	SEITA		2.6	1.8	1.4	1.3	1.0
8) ROYALES	SEITA		0.4	0.5	0.4	0.4	0.5
9) PETER STUYVESANT	ROTHMANS		1.0	0.9	0.9	0.7	0.4
10) GAULOISES	SEITA		0.7	0.5	0.3	0.2	0.1

2500058334

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GABON)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2	*2	2	2
B) RADIO			**2	**2	1	1
C) NEWSPAPERS			2	2	1	1
D) MAGAZINES			2	2	1	1
E) COUPONS			-	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	1
H) CINEMA			1	1	1	1
I) SAMPLING			***1	***1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*BANNED ON STATE CHANNEL, ALLOWED ON PRIVATE CUSTRY AGREEMENT NOT TO USE TV AD.
**BANNED EXCEPT FOR AFRICAN NO.1 STATION AND STATIONS.
***AT PRIVATE FUNCTIONS I.E. NIGHTCLUBS ETC.

2500058335

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: HUNGARY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.8	26.1	26.2	26.4	26.5	24.0
PER CAPITA CONSUMPTION	2507	2441	2450	2498	2510	2271
MARKET SEGMENTATION (%)						
LICENSEE	3.5	3.5	4.2	5.0	4.9	5.9
LOCAL BRANDS	96.5	96.5	95.8	95.0	95.1	94.1
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) PHILIP MORRIS	86.6	82.2	78.7	75.4	73.7	81.5
2) AUSTRIAN TABAKWERKE	12.9	12.4	11.9	11.4	11.0	9.0
3) R.J. REYNOLDS	0.5	5.4	9.4	10.7	11.0	4.6
4) BAT	--	--	--	--	2.5	3.9
5) R.I.	--	--	--	2.5	1.7	0.7
OTHERS	--	--	--	--	--	0.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	
B) RADIO	2	2	2	2	
C) NEWSPAPERS	2	2	2	2	
D) MAGAZINES	2	2	2	2	
E) COUPONS	N/A	2	N/A	N/A	
F) POINT OF SALE	3	*3	*3	*3	
G) BILLBOARDS	3	**3	2	2	
H) CINEMA	2	2	2	2	
I) SAMPLING	1	***1	1	1	

*TO INDOOR ONLY
**OUTDOOR AND INDOOR

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: HUNGARY

		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS			YES	YES	YES	YES
	B) CARTONS			NO	NO	NO	NO
	C) ADVERTISING			PROHIBITED	NO	N/A	N/A
SPECIFIC T&N NUMBERS ON:							
	A) PACKS			NO	NO	NO	NO
	B) CARTONS			NO	NO	NO	NO
	C) ADVERTISING			PROHIBITED	NO	N/A	N/A

2500058337

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: IVORY COAST

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		3.7	3.4	3.1	3.1	2.6	2.6
PER CAPITA CONSUMPTION		373	349	272	263	218	212
COMPANY SHARES (%)							
1) ROTHMANS INTERNATIONAL		16.6	20.2	27.4	29.6	36.5	43.2
2) SITAB		43.7	37.5	34.0	29.7	29.0	26.0
3) SEITA		23.7	25.3	16.1	17.6	18.6	17.6
4) PHILIP MORRIS		13.0	13.6	14.6	15.3	13.5	10.9
5) B.A.T.		2.7	3.1	7.2	7.3	2.3	2.3
OTHERS		0.3	0.3	0.7	0.5	0.1	---
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1) CRAVEN A	R.I.	14.1	16.6	22.7	24.0	28.5	33.6
2) MARLBORO	P.M.	13.0	13.6	14.6	15.3	13.5	10.9
3) FINE	SEITA	9.0	12.9	5.7	9.1	10.8	10.9
4) OLYMPIC	SITAB	10.9	9.5	9.2	8.9	9.1	7.9
5) JOB	SITAB	13.7	11.7	10.4	9.0	8.3	6.9
6) GOLDEN CLUB	SITAB	12.4	11.0	9.6	7.0	6.0	5.3
7) GAULOISES	SEITA	10.4	8.9	7.3	5.8	5.3	4.6
8) DUNHILL	R.I.	0.7	1.0	1.4	1.7	2.8	3.7
9) ST. MORITZ	R.I.	1.0	1.6	2.2	2.5	2.9	3.1
10) VIKING	SITAB	---	---	---	1.1	2.3	2.7

2500058338

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(IVORY COAST)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	*3	*3
B) RADIO			1	1	3	3
C) NEWSPAPERS			1	1	1	3
D) MAGAZINES			1	1	1	3
E) COUPONS			N/A	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	3
H) CINEMA			1	1	3	3
I) SAMPLING			1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*BY INDUSTRY VOLUNTARY AGREEMENT.

2500058339

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: KUWAIT

		1986	1987	1988	1989	1990(A)	1991(A)
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		3.0	2.9	2.9	3.1	1.9	1.4
PER CAPITA CONSUMPTION		1729	1620	1450	1495	875	N/A
COMPANY SHARES (%)							
1)PHILIP MORRIS		41.7	42.4	42.3	44.2	45.5	60.8
2)ROTHMANS INTERNATIONAL		28.6	24.9	22.6	19.7	19.4	18.7
3)B.A.T.		14.0	13.8	12.7	13.0	12.9	6.4
4)BROWN & WILLIAMSON		7.9	9.8	11.0	9.0	8.0	5.2
5)R. J. REYNOLDS		2.1	2.5	2.9	3.4	3.8	3.3
6)GALLAHER		2.5	2.0	1.8	1.9	2.0	2.0
OTHERS		3.2	4.6	6.7	8.8	8.4	3.6
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	38.4	38.5	37.4	38.8	39.8	53.0
2)ROTHMANS	R.I.	19.6	16.9	14.4	12.4	12.0	9.1
3)CRAVEN A	R.I.	3.1	2.6	3.9	3.6	3.8	5.3
4)MERIT	PHILIP MORRIS	1.4	2.0	2.5	2.8	3.0	5.0
5)PLAYERS GOLD LEAF	B.A.T.	8.8	8.7	8.1	8.1	7.6	3.4
6)CLEOPATRA	EASTERN	1.6	2.9	4.7	7.2	7.1	3.0
7)L&M	PHILIP MORRIS	1.6	1.6	2.0	2.2	2.2	2.8
8)VICEROY	B&W	3.6	4.4	5.9	4.9	4.5	2.7
9)DUNHILL	R.I.	3.6	3.2	2.9	2.6	2.3	2.4
10)GOLD COAST	R.J. REYNOLDS	---	0.4	0.8	1.6	2.3	2.1
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR (10-12MG)		87.5	85.3	83.7	83.4	82.6	80.4
LIGHTS (6-10MG)		10.0	10.4	11.7	12.1	12.4	12.9
SUPERLIGHTS (<6MG)		2.5	4.3	4.6	4.5	5.0	6.7
BY BLEND							
UK		44.9	40.3	37.0	34.6	33.8	25.9
US		53.4	56.8	58.0	58.0	59.0	71.1
OTHERS		1.7	2.9	5.0	7.4	7.3	3.0
TOTAL		100.0	100.0	100.0	100.0	100.0	100.0

(A): KUWAIT MARKET CLOSED AUGUST 2, 1990 INVASION BY IRAQ. IT RE-OPENED MID 1991.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(KUWAIT)

	1986	1987	1988	1989	1990	1991
BY PRICE %						
ABOVE PREMIUM (2.60 AND ABOVE)	2.3	1.8	1.7	1.7	1.7	1.8
PREMIUM (2.20-2.59)	72.6	70.7	66.4	64.7	64.8	75.2
BELOW PREMIUM (1.90-2.19)	7.3	7.2	7.6	7.3	7.1	6.6
MID (1.50-1.89)	9.4	9.1	8.5	8.5	8.0	4.3
LOW (1.10-1.49)	8.4	11.2	15.8	17.8	18.4	12.0
CHEAP (BLEOW 1.10)	0.0	0.0	0.0	0.0	0.0	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			2	2	3	3
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			*2	*2	2/3	**3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTSING			YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTSING			NO	NO	NO	NO

*BUT TOLERATED AT EVENTS HELD INDOORS.
**FOR MAJOR EVENTS - MUNICIPALITY APPROVAL

2500058341

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: MALI

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		1.6	1.5	1.4	1.8	1.8	1.6
PER CAPITA CONSUMPTION		190	175	165	190	193	160
COMPANY SHARES (%)							
1) SONATAM		59.9	60.8	63.7	51.4	52.5	54.6
2) ROTHMANS		10.0	11.8	13.0	28.1	30.0	31.2
3) PHILIP MORRIS		18.4	15.6	13.5	13.4	13.1	11.3
4) SEITA		8.3	7.9	8.8	6.7	4.2	2.8
5) R. J. REYNOLDS		3.4	3.7	0.7	0.5	0.1	--
6) BROWN & WILLIAMSON		--	0.2	0.2	--	--	--
OTHERS		--	--	--	--	--	--
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1) LIBERTE	SONATAM	54.6	54.7	56.5	46.4	49.4	48.7
2) CLAREMONT	ROTHMANS	--	--	--	11.6	14.2	18.7
3) MARLBORO	PM	18.4	15.6	13.5	13.4	13.0	11.3
4) CRAVEN	ROTHMANS	7.5	7.0	7.6	10.2	9.3	7.0
5) MANSA	SONATAM	5.0	6.1	7.2	5.0	3.1	5.9
6) DUNHILL INT'L	ROTHMANS	2.5	4.5	5.3	6.1	6.3	5.2
7) GAULOISES	SEITA	8.3	7.9	6.6	4.3	3.0	2.0
8) FINE	SEITA	--	--	2.1	2.3	1.2	0.8
9) L&M	PM	--	--	--	--	0.1	0.1
10) ROTHMANS KS	ROTHMANS	--	0.2	0.2	0.2	0.1	0.1

2500058342

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MALI)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEIDA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	**1	***3
C) NEWSPAPERS			1	1	**1	***3
D) MAGAZINES			1	1	**1	***3
E) COUPONS			N/A	N/A	**1	***3
F) POINT OF SALE			*1	*1	**1	***3
G) BILLBOARDS			2	2	**1	***3
H) CINEMA			2	1	**1	***3
I) SAMPLING			N/A	1	**1	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTSING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*BUT SPECIFIC RESTRICTION FOR TOBACCO ADVERTISING.
**TO BE CHANNELLED THROUGH THE MONOPOLY.
***BY VOLUNTARY AGREEMENT

2500058343

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: MALTA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)			635	640	645	640	630	630
OF WHICH LOCAL MANUFACTURE: %			99.2	99.5	99.4	99.4	99.4	99.4
IMPORTED FROM 1) US			0.8	0.4	0.3	0.3	0.3	0.3
2) UK			--	0.4	0.3	0.3	0.3	0.3
POPULATION TOTAL (MILLIONS)			0.32	0.32	0.32	0.32	0.36	0.36
PER CAPITA CONSUMPTION			1984	2000	2015	2000	2182	2182
COMPANY SHARES								
1) CARRERAS OF MALTA			62.7	62.5	64.0	64.4	63.6	63.4
2) MALTA TOBACCO (BAT)			31.2	30.3	29.5	29.5	29.5	29.5
3) PM			2.7	2.8	3.1	3.0	3.3	3.3
4) GALLAHER			2.0	3.3	2.5	2.5	3.0	3.2
5) ATW			1.1	0.8	0.6	0.6	0.6	0.6
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) ROTHMANS	ROTHMANS	CENTRAL CIGT. CO.	46.5	45.9	51.1	58.8	57.2	57.0
2) DU MAURIER	BAT	CENTRAL CIGT. CO.	26.4	25.6	24.0	23.2	23.2	23.2
3) DUNHILL	ROTHMANS	CENTRAL CIGT. CO.	15.6	15.0	15.4	11.2	11.2	11.2
4) MARLBORO	PM	ATW (MALTA)	2.7	2.8	3.1	2.7	3.1	3.2
5) SILK CUT	GALLAHER	GALLAHER	2.0	3.3	2.5	1.8	3.0	3.1
6) B&H	BAT	CENTRAL CIGT. CO.	4.7	4.7	2.3	1.7	1.7	1.7
7) MILDE SORTE	ATW	ATW (MALTA)	0.6	0.5	0.3	0.3	0.3	0.3
8) RONSON	ATW	ATW (MALTA)	0.5	0.3	0.3	0.3	0.3	0.3
MARKET SEGMENTATION %								
FILTER			100	100	100	100	100	100

2500058344

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

MALTA

	1986	1987	1988	1989	1990	1991
TAR & NICTINE SEGMENTATION %						
LOW (-15mg)	91.0	91.0	91.0	91.0	91.0	91.0
HIGH/FULL FLAVOR (+15mg)	9.0	9.0	9.0	9.0	9.0	9.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.2	3.1	3.4	3.0	3.4	3.4
VIRGINIA	96.2	95.4	96.3	96.7	96.3	96.3
EUROPEAN	0.6	0.5	0.3	0.3	0.3	0.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	56.8	56.1	55.1	54.5	54.5	54.5
71 MM TO 85 MM	43.2	43.9	44.9	45.5	45.5	45.5
PACK TYPE SEGMENTATION %						
SOFT PACK	---	---	---	---	---	---
FLIP TOP BOX	100.0	100.0	00.0	100.0	100	100
PRINCESS PACK	---	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	3	3	3	3	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

2500058345

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: MOROCCO

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		14.0	14.8	14.8	14.7	14.2	14.0
PER CAPITA CONSUMPTION		660	675	660	599	567	545
COMPANY SHARES OF TOTAL MARKET (%)							
1)REGIE DES TABACS		89.9	91.4	90.2	88.7	88.2	86.2
2)R.J. REYNOLDS		5.2	5.0	6.2	6.3	6.6	8.1
3)PHILIP MORRIS		4.2	3.0	3.1	4.4	4.6	5.1
4)BROWN & WILLIAMSON		0.3	0.3	0.3	0.3	0.2	0.2
OTHERS		0.4	0.3	0.2	0.3	0.4	0.4
BRAND FAMILY SHARES OF TOTAL MARKET (%)							
BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	47.4	51.8	50.7	47.0	45.1	37.8
2)MARQUISES	REGIE	5.0	4.6	7.2	11.9	13.9	18.5
3)OLYMPIC	REGIE	18.6	16.0	13.2	11.0	9.8	11.0
4)WINSTON	R.J. REYNOLDS	5.1	4.9	6.0	6.2	6.5	8.0
5)BEST	REGIE	6.8	6.1	6.7	7.3	7.5	7.8
6)MARLBORO	PHILIP MORRIS	4.1	3.0	3.1	4.4	4.5	5.1
7)MARVEL	REGIE	---	0.2	0.1	0.7	2.8	3.6
8)MAGHREB	REGIE	3.9	3.7	3.7	3.2	2.9	2.7
9)FAVORITES	REGIE	3.2	3.7	2.3	2.9	2.4	1.9
10)TROUPE FAR	REGIE	1.9	2.2	2.9	2.3	2.0	1.3
MARKET SEGMENTATION %							
FILTER		47.2	42.2	44.1	47.8	50.5	59.0
NON-FILTER		52.8	57.8	55.9	52.2	49.5	41.0
INTERNATIONAL/LOCAL SEGMENTATION (%)							
LOCAL		89.9	91.4	90.2	88.7	88.2	86.2
INTERNATIONAL		10.1	8.6	9.8	11.3	11.8	13.8

2500058346

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MOROCCO)

	1986	1987	1988	1989	1990	1991
COMPANY SHARES OF IMPORTS (%)						
1)R.J. REYNOLDS	51.4	58.1	62.5	56.1	56.5	58.8
2)PHILIP MORRIS	41.2	34.5	31.6	38.8	38.7	36.9
3)BROWN & WILLIAMSON	2.7	3.2	2.7	2.3	2.0	1.8
OTHERS	4.7	4.2	3.2	2.8	2.7	2.5

BRAND FAMILY SHARES OF IMPORTS (%)

BRAND NAME	MANUFACTURER					
1)WINSTON	R.J. REYNOLDS	50.0	56.4	60.6	54.8	55.2	57.5
2)MARLBORO	PHILIP MORRIS	41.0	34.4	31.4	38.7	38.7	36.8
3)KENT	BROWN & WILLIAMSON	2.7	3.2	2.7	2.3	2.0	1.8
4)CAMEL	R.J. REYNOLDS	1.1	1.3	1.7	1.2	1.1	1.1

2500058347

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MOROCCO)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	***1	1
C) NEWSPAPERS			*3	*3	***3	***3
D) MAGAZINES			*3	*3	***3	***3
E) COUPONS			2	2	2	2
F) POINT OF SALE			3	3	***3	***3
G) BILLBOARDS			3	3	***3	***3
H) CINEMA			1	1	***1	1
I) SAMPLING			**3	**3	***3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*ALLOWED ONLY FOR NEW LAUNCHES (MAX. 3 MONTHS).
**DURING PROMOTIONS ONLY.
***SUBJECT TO APPROVAL OF MONOPOLY.

2500058348

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: NIGERIA

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		7.9	7.7	8.7	8.5	7.2	6.7
PER CAPITA CONSUMPTION		80	78	85	81	68	
COMPANY SHARES (%)							
1)NIGERIA TOBACCO COMPANY (B.A.T.)		82.1	79.4	82.0	82.5	86.1	87.2
2)INTERNATIONAL TOBACCO COMPANY LIMITED (25%PM)		17.9	20.6	18.0	17.5	13.9	12.8
BRAND FAMILY%							
BRAND NAME	MANUFACTURER						
1)THREE RINGS	NTC	36.1	32.1	35.7	35.1	38.2	38.6
2)SM	NTC	13.7	11.9	13.0	12.9	15.4	15.5
3)GOLD LEAF	NTC	12.4	13.7	10.8	13.0	12.7	12.4
4)HIGH SOCIETY	NTC	10.9	13.9	10.4	9.1	10.6	11.8
5)LINK	ITCL/PM	9.4	10.2	8.1	8.5	7.4	6.9
6)MARS	NTC	7.1	5.7	6.0	5.6	6.3	5.8
7GREEN SPOT	ITCL/PM	3.4	3.9	4.5	4.6	4.4	4.1
8)TARGET	ITCL/PN	4.6	6.5	5.2	3.9	1.9	1.9
9)BICYCLE	NTC	---	---	0.4	0.6	0.7	1.2
10)MARLBORO	ITCL/PM	0.3	0.1	0.2	0.4	0.1	---
MARKET SEGMENTATION %							
FILTER		97.4	98.0	94.8	94.6	93.7	92.7
NON-FILTER		2.6	2.0	5.2	5.4	6.3	7.3
PRICE SEGMENTATION							
PREMIUM		4.7	1.7	5.5	3.8	0.1	0.1
MEDIUM		30.6	38.5	33.2	33.5	31.3	56.1
LOW		64.7	59.8	61.2	62.7	68.6	43.8

2500058349

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NIGERIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*1	1	2	
B) RADIO			**1	1	3	
C) NEWSPAPERS			***1	1	3	
D) MAGAZINES			***1	1	3	
E) COUPONS			N/A	1	3	
F) POINT OF SALE			1	1	3	
G) BILLBOARDS			1	1	3	
H) CINEMA			1	1	3	
I) SAMPLING			****2	1	3	
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	YES	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	YES	
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	YES	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	YES	

*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NTV K 1980.
**BUT TOBACCO ADVERTISING NOT ACCEPTED BY RADINCE 1980 AND RADIO KANM SINCE 1988.
***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.
***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.
****BY VOLUNTARY AGREEMENT SINCE 1982.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: NORWAY

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		2.6	2.7	2.8	2.9	2.9	3.0
PER CAPITA		630	654	677	694	694	708
COMPANY SHARES (%)							
1)SKANDINAVISK TOBACCO CO. (STC)		37.9	39.9	42.1	46.5	49.4	51.9
2)PHILIP MORRIS		14.0	14.3	14.4	15.0	15.0	15.4
3)B.A.T.		14.8	13.9	13.5	12.6	11.7	10.6
4)BROWN & WILLIAMSON		9.4	8.8	7.9	8.3	7.9	7.7
5)TIEDEMANN		8.2	7.8	8.1	8.0	7.2	6.9
6)ROTHMANS INTERNATIONAL		9.1	9.1	8.4	5.2	4.5	4.1
7)R. J. REYNOLDS		4.8	4.6	4.1	2.9	3.1	2.7
OTHERS		1.8	1.6	1.4	1.5	1.2	0.7
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)PRINCE	STC	37.9	39.9	42.1	46.5	49.4	51.9
2)MARLBORO	P. M.	11.9	11.8	12.0	12.8	12.9	13.4
3)PALL MALL	BAT	13.8	12.7	12.6	11.8	10.9	9.7
4)BARCLAY	B&W	8.6	8.0	7.4	7.9	7.5	7.3
5)DUNHILL	R.I	6.7	6.5	6.3	4.3	3.8	3.5
6)PETTEROE'S	TIEDEMANN	2.1	2.4	2.5	2.7	3.0	3.4
7)MERIT	P. M.	1.8	2.4	2.3	2.1	1.9	1.7
8)SOUTH STATE	TIEDEMANN	3.3	2.7	2.3	2.1	1.7	1.4
9)SALEM	R.J.R.	2.0	2.0	1.8	1.3	1.2	1.1
10)CAMEL	R.J.R.	1.3	1.3	1.3	1.1	1.0	1.0

2500058351

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NORWAY)	1986	1987	1988	1989	1990	1991
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (15 MG AND OVER)	60.2	55.8	52.6	48.8	45.4	42.9
LIGHTS (8-14	30.9	34.6	38.1	41.6	45.4	48.0
SUPERLIGHTS (0-7 MG)	9.1	9.7	9.3	9.6	9.2	9.1
MARKET SEGMENTATION (%)						
FILTER	91.4	92.6	93.4	94.0	94.6	95.5
NON-FILTER	8.6	7.4	6.6	6.0	5.4	4.5
SEGMENTATION BY PACK TYPE %						
BOX	86.0	89.4	90.5	90.6	91.2	92.2
SOFT	13.9	10.6	9.5	9.4	8.8	7.8
PRINCESS	0.0	0.0	0.0	0.0	0.0	0.0
SEGMENTATION BY ITEMS PER PACK %						
10'S PACK	15.5	15.6	15.1	15.7	15.1	15.9
14'S PACK	0.1	0.0	0.0	0.0	0.0	0.0
20'S PACK	84.5	84.4	84.9	84.3	84.3	84.1
50'S PACK	---	---	---	0.0	0.0	0.0
SEGMENTATION BY SIZE %						
67-75 MM	4.3	3.6	2.9	2.6	2.2	1.9
76-82 MM	5.4	5.1	4.4	3.3	3.1	2.6
83-85 MM	90.3	91.2	92.7	94.1	94.7	95.5
86 AND ABOVE	0.1	0.1	0.0	0.0	0.0	0.0
MENTHOL SEGMENTATION %						
MENTHOL	7.8	7.3	7.0	5.7	5.1	4.4
NON-MENTHOL	92.2	92.7	93.0	94.3	94.9	95.6

2500058352

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(NORWAY)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	2	2
D) MAGAZINES			2	2	2	2
E) COUPONS			N/A	2	2	2
F) POINT OF SALE			2	2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			PROHIBITED	PROHIBITED	PROHIBITED	N/A
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			PROHIBITED	PROHIBITED	PROHIBITED	N/A

2500058353

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: OMAN

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		1.2	1.1	1.1	1.1	1.2	1.2
PER CAPITA CONSUMPTION		959	834	799	766	814	812
COMPANY SHARES (%)							
1)B.A.T.		46.4	45.1	43.5	43.6	43.3	41.0
2)ROTHMANS INTERNATIONAL		38.5	38.4	37.1	35.3	33.8	32.4
3)PHILIP MORRIS		5.8	7.1	8.7	10.2	12.2	14.8
4)R. J. REYNOLDS		2.0	1.1	2.4	3.2	3.4	4.5
5)GALLAHER		2.0	2.2	2.6	2.6	2.2	2.3
6)BROWN & WILLIAMSON		1.2	1.0	1.0	1.0	0.8	0.7
OTHERS		4.1	5.1	4.7	4.4	4.3	4.3
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)ROTHMANS	R.I.	28.5	26.7	22.7	20.9	19.8	18.8
2)PLAYERS GOLD LEAF	B.A.T.	27.2	21.7	18.6	16.9	16.1	14.7
3)MARLBORO	PHILIP MORRIS	5.5	6.5	7.9	9.7	11.7	13.8
4)CAPSTAN	B.A.T.	3.4	5.5	6.2	7.3	8.8	10.9
5)STATE EXPRESS	B.A.T.	8.8	8.5	8.6	8.7	8.4	7.1
6)DUNHILL	R.I.	7.5	8.0	7.4	7.1	6.6	6.4
7)CRAVEN A	R.I.	1.2	2.3	5.5	6.0	6.1	6.2
8)WILLS GOLD FLAKE	B.A.T.	--	--	1.4	3.8	4.3	3.5
9)BENSON & HEDGES	B.A.T.	3.5	3.3	3.4	3.3	3.0	2.7
10)DORCHESTER	R.J. REYNOLDS	---	---	1.4	1.7	1.9	2.3
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR	(10-12 MG)	96.7	95.6	93.3	91.7	90.9	88.2
LIGHTS	(6-9 MG)	2.5	3.3	5.3	6.9	7.9	10.5
SUPERLIGHTS	(<6 MG)	0.9	1.1	1.4	1.4	1.2	1.3

2500058354

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(OMAN)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.0	0.9	1.0	0.9	0.9	0.9
PREMIUM	39.5	38.5	36.7	37.1	37.1	38.2
BELOW PREMIUM	14.0	14.5	13.3	12.7	11.4	9.7
MEDIUM	35.0	27.8	25.6	24.2	23.3	21.6
LOW	3.6	6.9	7.9	13.4	14.7	15.0
CHEAP	6.9	11.4	15.5	11.7	12.7	14.6
BY BLEND %						
UK	90.2	89.8	88.2	85.5	83.7	80.4
US	9.1	9.2	11.7	13.8	15.4	18.7
OTHERS	0.7	1.0	0.1	0.7	0.9	0.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			*3	*3	1	**3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*NO ADVERTISING FOR TOBACCO IN FRONT OF OUTLET.
**INDOOR ONLY

2500058355

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: POLAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	98.0	96.0	95.3	86.0	97.5	97.0
POPULATION IN MILLIONS	36.7	36.7	36.7	36.7	36.7	38.0
PER CAPITA CONSUMPTION	2,670	2,616	2,597	2,343	2,657	2553
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION					2	2
B) RADIO					2	2
C) NEWSPAPERS					1	1
D) MAGAZINES					1	1
E) COUPONS					1	1
F) POINT OF SALE					1	1
G) BILLBOARDS					1	1
H) CINEMA					1	1
I) SAMPLING					1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS					YES	YES
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS					YES	YES
B) CARTONS					NO	NO
C) ADVERTISING					NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: QATAR

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		0.6	0.6	0.6	0.6	0.6	0.7
PER CAPITA CONSUMPTION		1747	1697	1721	1600	1663	1459
COMPANY SHARES (%)							
1)ROTHMANS INTERNATIONAL		44.5	44.1	44.0	45.5	42.3	43.1
2)PHILIP MORRIS		14.6	16.9	19.6	20.2	22.7	24.1
3)B.A.T.		29.3	27.2	25.2	21.4	21.9	21.6
4)R.J. REYNOLDS		2.4	2.3	1.7	4.1	5.2	4.0
5)GALLAHER		3.9	3.7	3.0	3.0	2.5	2.3
6)BROWN & WILLIAMSON		3.4	2.9	2.9	2.8	2.1	1.9
OTHERS		2.0	2.9	3.6	3.0	3.3	3.0
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1)JUBILEE	R.I.	2.1	5.6	8.0	13.3	17.2	19.2
2)MARLBORO	PHILIP MORRIS	14.1	16.3	18.6	18.9	18.5	18.6
3)ROTHMANS	R.I.	31.0	27.3	25.9	23.2	17.7	17.4
4)PLAYERS GOLD LEAF	B.A.T.	15.7	11.9	11.1	6.9	6.5	8.5
5)WILLS GOLD FLAKE	B.A.T.	---	---	---	4.2	7.6	6.5
6)L&M	PHILIP MORRIS	0.1	0.3	0.5	0.8	3.7	5.0
7)DUNHILL	R.I.	8.0	7.3	6.5	6.1	4.8	4.1
8)STATE EXPRESS 555	B.A.T.	9.2	8.1	7.3	5.3	3.7	3.3
9)BENSON & HEDGES	B.A.T.	3.8	3.6	3.2	2.8	2.6	2.2
10)SILK CUT	GALLAHER	2.9	3.0	2.5	2.5	2.1	1.8
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR		92.0	89.5	88.5	86.8	84.7	83.7
LIGHTS		6.1	8.2	9.3	10.7	13.0	14.1
SUPERLIGHTS		1.9	2.3	2.2	2.4	2.3	2.2

2500058357

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(QATAR)

	1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	3.2	3.0	1.9	1.7	1.3	1.3
PREMIUM	58.9	55.3	53.7	53.0	46.0	43.6
BELOW PREMIUM	16.7	16.5	15.7	11.1	7.9	7.3
MEDIUM	16.5	14.0	14.6	9.4	1.2	1.2
LOW	2.1	2.0	2.2	1.8	10.0	17.4
CHEAP	2.6	9.1	11.8	23.0	33.6	29.2
BY BLEND %						
UK	77.3	74.4	72.0	71.5	67.9	68.0
US	20.7	22.7	24.5	26.6	30.4	30.4
OTHERS	2.0	2.9	3.5	1.9	1.7	1.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			*3	*3	3	3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			**3	**3	3	***3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES

*NO ADVERTISING IN FRONT OF OUTLET.
**TOBACCO SAMPLING PROHIBITED IN PUBLIC PREMIS
***FOR MAJOR EVENTS - MUNICIPALITY APPROVAL REQUIRED

2500058358

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(QATAR)

	1986	1987	1988	1989	1990	1991
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2500058359

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: REUNION

		1986	1987	1988	1989	1990	1991
TOTAL MARKET (BILLIONS)		0.9	0.9	1.0	1.0	0.9	0.9
PER CAPITA CONSUMPTION (TOTAL POPULATION)		1279	1254	1229	1184	1050	1055
% COMPANY SHARES							
1)BAT		45.8	48.3	50.2	52.3	51.7	51.6
2)SITAR (SEITA)		31.9	28.1	26.7	23.4	22.4	20.2
3)PHILIP MORRIS		7.0	8.4	9.4	10.7	12.6	14.6
4)ROTHMANS INTERNATIONAL		13.1	12.6	12.1	12.1	11.7	11.6
OTHERS		2.2	2.6	1.6	1.5	1.6	2.0
% BRAND FAMILY SHARES							
BRAND NAME	MANUFACTURER						
1)GLADSTONE	BAT	37.0	38.2	39.9	42.0	41.4	40.1
2)MARLBORO	PM	5.6	6.6	7.5	8.2	10.5	12.3
2)GAULOISES	SITAR	19.0	16.7	14.0	12.9	12.4	11.1
4)BENSON & HEDGES	BAT	7.9	8.5	9.4	9.4	9.5	10.6
5)P. STUYVESANT	RI	6.0	5.6	5.5	6.1	6.0	6.3
6)ROYALE	SITAR	4.0	4.1	3.4	4.9	4.5	4.0
7)CRAVEN A	RI	5.4	5.3	4.2	3.9	3.6	3.4
8)BASTOS	SITAR	6.6	5.5	4.8	4.2	3.7	3.2
9)PHILIP MORRIS LIGHTS	PM	1.5	1.7	1.9	2.2	1.8	2.1
10)DUNHILL	RI	1.5	1.5	1.6	1.5	1.6	1.5

2500058360

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(REUNION)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			3	3	3	3
D) MAGAZINES			3	3	3	3
E) COUPONS			2	2	2	2
F) POINT OF SALE			1	1	3	3
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	3	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2500058361

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: ROMANIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	35.0	34.5	34.3	32.0	32.0
POPULATION IN MILLIONS	23.5	23.5	23.4	23.3	23.2	23.1
PER CAPITA CONSUMPTION	1,489	1,489	1,674	1,672	1,379	1,385

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1
B) RADIO	1	1
C) NEWSPAPERS	1	1
D) MAGAZINES	1	1
E) COUPONS	1	1
F) POINT OF SALE	1	1
G) BILLBOARDS	1	1
H) CINEMA	1	1
I) SAMPLING	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO
	B) CARTONS	NO	NO
	C) ADVERTISING	NO	NO
SPECIFIC T&N NUMBERS ON:			
	A) PACKS	NO	NO
	B) CARTONS	NO	NO
	C) ADVERTISING	NO	NO

2500058362

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: SAUDI ARABIA

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		13.2	12.7	13.1	13.7	14.5	14.7
PER CAPITA CONSUMPTION		1100	1172	1216	1240	1200	1175
COMPANY SHARES (%)							
1)PHILIP MORRIS		36.7	39.7	38.9	38.3	41.0	44.8
2)R.J. REYNOLDS		5.4	11.8	18.5	19.2	17.4	14.0
3)B.A.T.		9.0	8.3	7.8	10.2	11.9	12.8
4)ROTHMANS INTERNATIONAL		23.6	20.5	15.1	13.0	11.3	10.2
5)ST. PAULS		10.6	4.3	4.0	3.9	4.1	4.3
6)BROWN & WILLIAMSON		3.8	4.7	5.4	5.2	3.8	3.4
8)GALLAHER		2.2	2.1	1.8	1.6	1.9	2.6
7)EASTERN		2.7	2.2	2.1	2.4	1.9	2.4
OTHERS		6.0	6.4	6.4	6.2	6.8	5.5
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	33.7	33.2	31.1	30.7	32.4	36.0
2) GOLD COAST	R.J.R.	3.0	9.8	17.0	17.6	15.6	11.9
3) PLAYERS GOLD LEAF	B.A.T.	5.4	3.9	4.1	6.3	7.8	8.9
4) ROTHMANS	R.I.	17.0	14.5	10.4	8.9	7.7	6.3
5) L&M	PHILIP MORRIS	0.9	0.8	0.8	1.2	2.8	5.2
6) LONDON	ST. PAULS	10.6	4.3	4.0	3.9	4.1	4.3
7) CLEOPATRA	EASTERN	2.7	2.2	2.1	2.4	1.9	2.4
8) VISA	PHILIP MORRIS	0.1	3.0	5.3	5.0	4.5	2.3
9) CARLTON	GALLAHER	0.6	0.9	1.0	0.9	1.3	1.7
10) STATE EXPRESS 555	B.A.T.	1.8	2.0	1.6	1.6	1.5	1.6

2500058363

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SAUDI ARABIA)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	87.7	85.4	82.5	80.7	79.3	78.2
LIGHTS (6-10 MG)	9.9	10.5	12.7	14.6	16.0	16.5
SUPERLIGHTS (0-5 MG)	2.4	4.1	4.8	4.7	4.6	5.3
BY BLEND %						
UK	49.0	38.2	31.8	32.0	30.6	29.3
US	48.2	59.5	66.1	65.5	67.4	68.2
OTHERS	2.8	2.3	2.1	2.4	2.0	2.5
PRICE SEGMENTATION (%)						
ABOVE PREMIUM (4.50 AND ABOVE)	3.7	3.1	2.2	2.0	1.8	0.8
PREMIUM (4.00)	59.9	56.7	49.2	47.1	47.7	52.2
BELOW PREMIUM (3.50)	5.2	8.0	8.7	7.2	5.2	3.1
MEDIUM (3.00)	7.2	5.0	0.9	1.2	1.0	0.6
LOW (2.50)	8.9	8.5	12.4	12.9	23.6	32.6
CHEAP (1.50-2.00)	15.2	18.7	26.6	29.6	20.7	10.7

2500058364

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SAUDI ARABIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			2	2	*2	*2
D) MAGAZINES			*2	*2	>2	*2
E) COUPONS			2	2	2	2
F) POINT OF SALE			2	**2	2	2
G) BILLBOARDS			2	2	2	2
H) CINEMA			2	2	2	2
I) SAMPLING			2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			N/A	N/A	N/A	N/A
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*ALLOWED IN IMPORTED PRESS AND SAUDI PUBLICATIONS BASED OUTSIDE S.A. WITH PAN-ARAB CIRCULATION.
**SOME COMPANIES USE BRANDED/UNBRANDED P.O.S.

2500058365

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: SENEGAL

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)		2,129	2,020	1890	1819	1815	1724
PERCAPITA CONSUMPTION		325	314	286	254	248	231
COMPANY SHARES (%)							
1) MTOA		44.5	34.0	28.3	36.4	53.3	47.6
2) ROTHMANS INTERNATIONAL		8.1	9.5	8.8	9.6	16.7	21.7
3) PHILIP MORRIS		20.7	28.6	29.3	29.0	20.0	20.9
4) SEITA		3.2	2.9	2.8	3.9	7.9	8.9
5) B.A.T.		6.4	10.3	18.6	14.3	1.8	0.9
6) REYNOLDS		13.1	13.6	11.9	6.4	0.2	--
7) TABACOFINA		2.2	0.1	--	--	--	--
OTHERS		1.8	1.0	0.3	0.4	0.0	--
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1) VIKING BLONDES	MTOA	---	---	2.5	8.3	30.5	32.0
2) MARLBORO	P.M. (LIC.)	20.7	20.9	21.1	18.0	19.7	20.7
3) DUNHILL	R.I.	2.9	4.3	3.1	5.7	12.3	17.1
4) CAMELIA	MTOA	34.5	25.3	18.7	15.9	14.1	11.8
5) GAULOISES	SEITA	2.3	2.4	2.0	3.4	7.5	8.6
6) PETER STUYVESANT	ROTHMANS	4.8	4.7	4.6	3.1	3.7	3.5
7) NELSON	MTOA	---	---	---	6.7	5.6	2.3
8) JOB	MTOA	6.1	5.8	5.0	4.1	2.2	1.4
9) ST. MORITZ	R.I.	0.4	0.4	0.5	0.7	0.7	1.2
10) BENSON & HEDGES	BAT	5.5	5.7	5.4	3.8	1.3	0.6

2500058366

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SENEGAL)

	1986	1987	1988	1989	1990	1991
SEGMENTATION BY BLEND %						
US	38.6	47.7	54.6	52.9	26.3	23.4
UK	15.6	17.5	18.5	22.8	49.4	54.4
LOCAL	45.6	34.5	26.6	22.5	18.3	15.2
OTHERS	0.2	0.4	0.3	1.7	6.0	7.0
SEGMENTATION BY PRICE CATEGORY %						
ABOVE PREMIUM	0.8	2.2	2.2	1.5	2.5	2.2
PREMIUM	28.8	31.1	30.3	28.7	32.8	38.0
HIGH	14.0	7.5	5.7	4.2	4.0	3.7
MEDIUM HIGH	9.8	25.6	36.0	40.5	44.4	42.9
MEDIUM LOW	7.2	3.5	3.0	6.4	2.2	1.4
LOW	39.4	30.1	22.8	18.7	14.2	11.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			1	1	*3	*3
C) NEWSPAPERS			1	1	*3	*3
D) MAGAZINES			1	1	*3	*3
E) COUPONS			N/A	1	*3	*3
F) POINT OF SALE			1	1	*3	*3
G) BILLBOARDS			1	1	*3	*3
H) CINEMA			1	1	*3	*3
I) SAMPLING			2	1	*3	*3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*RESTRICTED BY INDUSTRY VOLUNTARY AGREEMENT (CODE OF CONDUCT).

2500058367

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SENEGAL)

	1986	1987	1988	1989	1990	1991
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2500058368

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: SWEDEN

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		11.2	11.1	11.2	10.9	10.6	10.5
PER CAPITA		1,337	1,322	1,325	1,283	1,235	1,224
COMPANY SHARES (%)							
1)SWEDISH TOBACCO CO. (STA)		87.1	87.2	86.9	85.9	85.3	84.7
2)PHILIP MORRIS		10.0	9.9	10.0	11.0	11.3	11.8
3)B.A.T.		1.4	1.4	1.3	1.3	1.2	1.3
4)R.J. REYNOLDS		0.7	0.7	0.8	1.0	1.1	1.3
5)BROWN & WILLIAMSON		0.4	0.4	0.4	0.4	0.4	0.4
OTHERS		0.4	0.4	0.6	0.4	0.6	0.5
BRAND SHARES %							
BRAND NAME	MANUFACTURER						
1)BLEND	STA	34.4	35.8	36.5	37.4	38.2	37.9
2)PRINCE	STA	26.9	26.6	26.9	26.1	25.0	25.3
3)MARLBORO	PM	6.3	6.6	7.1	8.3	8.8	9.5
4)RIGHT	STA	6.0	6.7	7.1	7.3	8.0	8.5
5)JOHN SILVER	STA	7.1	6.7	6.4	5.8	5.5	5.2
6)COMMERCE	STA	6.5	5.9	5.2	4.8	4.2	3.8
7)GLENN	STA	2.8	2.6	2.3	2.2	2.0	1.8
8)BOND	PM	2.3	2.1	1.9	1.8	1.7	1.7
9)CAMEL	RJR	0.5	0.5	0.6	0.8	0.9	1.1
10)HOBSON	STA	1.4	1.3	1.2	1.1	1.0	0.9

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SWEDEN)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
FILTER	93.4	94.0	94.4	94.9	95.5	95.8
NON-FILTER	6.6	6.0	5.6	5.1	4.5	4.2
PRICE SEGMENTATION (%)						
HIGH	42.2	40.1	39.6	39.1	37.7	38.4
LOW	57.8	59.9	60.4	60.9	62.3	61.6
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR	44.0	42.5	41.5	40.1	37.2	35.6
LIGHTS	42.9	43.3	36.5	36.2	36.0	35.4
SUPERLIGHTS	4.4	5.0	12.6	16.2	17.2	19.3
MENTHOL	8.8	9.2	9.4	9.6	9.6	9.7
SEGMENTATION BY TAX CLASSES (%)						
TAX CLASS I (EXPANDED)	10.2	11.9	12.9	13.1	13.6	16.1
TAX CLASS I (REGULAR)	47.6	48.0	47.5	47.8	48.4	47.3
TOTAL CLASS I	57.7	59.9	60.4	60.9	62.0	61.4
TAX CLASS II	42.3	40.1	39.6	39.1	38.0	38.6
SEGMENTATION BY PACK TYPE (%)						
BOX	52.7	55.3	58.3	61.3	63.7	65.0
SOFT	47.3	44.7	41.7	38.6	36.3	35.0
PRINCESS	0.0	0.0	0.0	0.1	0.0	0.0
10'S PACK	1.3	1.3	1.0	1.4	1.5	1.4
14'S PACK	0.1	0.0	0.0	0.0	0.0	0.0
20'S PACK	98.6	98.7	99.0	98.6	98.5	98.6

2500058370

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SWEDEN)	1986	1987	1988	1989	1990	1991
SEGMENTATION BY TAR NUMBERS (%)						
21 MG +	6.4	5.9	5.4	4.9	4.3	4.0
16-20 MG	38.4	37.4	36.4	34.9	32.9	31.6
11-15 MG	43.7	43.5	43.6	43.9	42.9	41.2
6-10 MG	5.6	6.7	7.6	8.5	11.3	13.4
1-5 MG	5.7	6.5	6.8	7.7	8.7	9.9
SEGMENTATION BY SIZE (%)						
67-75 MM	12.2	11.2	10.1	9.2	8.4	7.7
76-82 MM	46.9	49.8	52.8	54.6	56.5	56.9
83-85 MM	40.0	38.1	36.0	34.0	32.7	32.3
86 AND ABOVE	0.9	0.9	1.0	2.2	2.4	3.1
MENTHOL SEGMENTATION (%)						
MENTHOL	8.8	9.2	9.4	9.6	9.6	9.7
NON-MENTHOL	91.2	90.8	90.6	90.4	90.4	90.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			N/A	N/A	N/A	2
B) RADIO			N/A	N/A	N/A	2
C) NEWSPAPERS			3	3	3	3
D) MAGAZINES			3	3	3	3
E) COUPONS			N/A	3	3	2
F) POINT OF SALE			3	3	3	3
G) BILLBOARDS			2	2	3	2
H) CINEMA			*2	2	3	2
I) SAMPLING			3	3	3	3

*SINCE JULY 1, 1979

2500058371

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SWEDEN)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES

2500058372

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: SWITZERLAND

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		15.8	15.9	15.9	16.0	15.9	16.1
PER CAPITA CONSUMPTION		2,426	2,436	2,395	2,392	2,319	2330
COMPANY SHARES (%)							
1)PHILIP MORRIS		37.3	38.0	38.4	39.7	41.7	42.9
2)B.A.T.		19.6	19.3	19.2	18.5	18.8	19.5
3)BURRUS		22.9	22.4	21.3	20.6	18.8	17.3
4)REYNOLDS		7.0	8.0	9.0	9.6	9.6	9.7
5)ROTHMANS (LAURENS)		5.7	5.4	5.5	5.2	5.1	5.0
6)RINSOZ & ORMOND		5.8	5.3	4.9	4.7	4.4	4.1
7)REEMTSMA		1.6	1.6	1.5	1.5	1.4	1.5
OTHERS		0.1	0.2	0.2	0.2	0.2	0.0
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	17.1	17.8	18.5	19.9	21.4	22.3
2)MURATTI	PHILIP MORRIS	10.0	9.7	9.4	9.1	9.0	9.0
3)PARISIENNE	BURRUS	10.4	10.1	9.8	9.4	8.8	8.3
4)SELECT	BURRUS	11.1	11.0	10.5	10.1	8.9	8.0
5)MARYLONG	B.A.T.	8.3	8.0	7.8	7.4	7.5	7.7
6)CAMEL	REYNOLDS	5.8	6.6	7.3	7.7	7.6	7.6
7)BRUNETTE	PHILIP MORRIS	6.6	6.3	6.0	5.5	5.4	5.3
8)BARCLAY	B.A.T.	4.6	4.7	4.8	4.7	4.8	5.3
9)PHILIP MORRIS	PHILIP MORRIS	1.1	1.5	2.0	2.7	3.2	3.6
10)GAULOISES	R & O	4.8	4.4	4.2	3.9	3.7	3.4

2500058373

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SWITZERLAND)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
FILTER	96.8	97.0	97.2	97.3	97.5	97.7
NON-FILTER	3.2	3.0	2.8	2.7	2.5	2.3
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (11 MG AND OVER)	51.1	49.8	48.2	46.8	46.0	44.4
LIGHTS (6-10 MG)	27.6	28.1	29.0	29.6	29.6	30.2
EXTRA LIGHTS (0-5 MG)	21.2	22.1	22.7	23.6	24.4	25.4
SEGMENTATION BY PACK TYPE (%)						
BOX	41.9	44.3	46.8	49.9	52.8	55.2
SOFT	55.7	53.4	51.0	48.1	45.3	43.0
OTHERS	2.4	2.3	2.2	2.0	1.9	1.8
SEGMENTATION BY TOBACCO TYPE (%)						
BLENDED	50.3	52.4	54.5	71.8	76.8	75.2
MARYLAND	40.1	38.8	37.2	20.4	17.9	18.0
BLACK	6.4	5.8	5.4	5.0	4.6	4.2
OTHERS	3.2	3.0	2.9	2.8	2.7	2.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	*3	**3
D) MAGAZINES			1	1	*3	**3
E) COUPONS			*2	2	2	*2
F) POINT OF SALES			1	1	1	1
G) BILLBOARDS			3	3	*3	***3
H) CINEMA			3	3	*3	*3
I) SAMPLING			3	3	3	***3

*BANNED BY INDUSRTY AGREEMENT.
**PRESS AIMED AT YOUTH (AND BY LAW).
***PUBLIC BANNED IN CERTAIN TOWNS (AND BY LAW).

2500058374

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SWITZERLAND)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTING							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS		YES	YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO	NO
	C) ADVERTISING		NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS		YES	YES	YES	YES	YES
	B) CARTONS		NO	NO	NO	NO	NO
	C) ADVERTISING		NO	NO	NO	NO	NO

2500058375

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: TUNISIA

		1986	1987	1988	1989	1990	1991
TOTAL MARKET (BILLIONS)		7.4	7.4	7.4	7.5	8.3	8.7
PER CAPITA CONSUMPTION		1028	1012	985	944	1060	1040
COMPANY SHARES (%)							
1)MONOPOLIES (RNTA/MTK)		98.6	98.3	97.1	96.9	96.6	96.9
2)PHILIP MORRIS		0.4	0.5	1.1	1.4	1.5	1.5
3)SEITA		0.6	1.0	1.5	1.5	1.5	1.3
OTHER IMPORTS		0.4	0.2	0.3	0.2	0.4	0.3
COMPANY SHARES - IMPORTS (%)							
1)PHILIP MORRIS		26.2	31.5	37.6	43.3	44.9	48.1
2)SEITA		41.5	58.7	50.5	48.2	44.5	42.1
3)R.J. REYNOLDS		11.7	6.4	9.4	7.0	7.7	7.3
4)ROTHMANS INTERNATIONAL		9.1	0.6	1.2	--	--	--
OTHERS		11.5	2.8	1.3	1.5	2.9	2.5
% BRAND FAMILY SHARES - IMPORTS (%)							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PM	19.9	24.9	32.1	39.7	40.8	44.2
2)ROYALE	SEITA	36.6	54.3	48.6	44.9	41.6	40.1
3)CAMEL	RJR	3.3	3.9	4.0	3.4	4.4	4.6
4)LARK	PM	5.2	6.1	5.0	3.2	3.6	3.4
5)GAULOISES	SEITA	3.5	2.6	1.6	2.4	2.3	1.3
6)MORE	RJR	1.8	1.2	1.4	1.2	1.1	1.2
7)WINSTON	RJR	4.3	0.6	3.7	1.9	1.9	1.1
8)GITANES	SEITA	.15	1.9	0.2	0.9	0.7	0.6
9)BENSON & HEDGES	BAT	2.3	0.2	0.2	0.4	0.8	0.5
10)SALEM	RJR	1.2	---	0.3	0.4	0.4	0.5

2500058376

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(TUNISIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPSPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			2	2	2	2
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			3	3	3	3
H) CINEMA			3	3	3	3
I) SAMPLING			3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

2500058377

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: TURKEY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	65.3	71.8	68.8	74.5	76.7	76.6
PER CAPITA CONSUMPTION	1,278	1,400	1,320	1,420	1,367	1,318
COMPANY SHARES OF TOTAL MARKET (%)						
1) TEKEL	89.1	85.0	85.7	84.1	79.6	84.9
2) PHILIP MORRIS	9.4	13.3	12.3	13.7	17.7	13.2
3) R.J. REYNOLDS	0.5	0.8	1.1	1.2	1.5	1.1
4) RINSOZ & ORMOND	0.4	0.4	0.5	0.5	0.4	0.3
5) BAT	0.3	0.3	0.3	0.4	0.5	0.3
6) ROTHMANS INTERNATIONAL	0.2	0.2	0.2	0.2	0.2	0.2
OTHERS	---	---	---	---	0.1	---
BRAND FAMILY SHARES OF TOTAL MARKET (%)						
BRAND NAME						
1)MALTEPE	55.5	54.2	56.2	53.1	46.8	46.7
2)SAMSUN	16.5	17.9	18.8	19.0	19.0	19.3
3)MARLBORO	9.0	12.3	10.0	10.8	14.6	11.2
4)TEKEL 2000	---	---	---	2.1	5.8	10.4
5)BIRINCI	7.6	6.5	5.4	5.0	4.1	4.6
6)PARLIAMENT	0.4	1.1	2.2	2.8	3.1	2.1
7)CAMEL	0.2	0.5	0.8	1.0	1.3	0.9
8)BAFRA	3.7	2.1	2.0	1.5	1.1	1.1
9)TOKAT	3.0	2.1	1.3	1.3	1.1	0.9
10)BITLIS	1.9	1.6	1.3	1.2	0.9	0.8
MARKET SEGMENTATION (%)						
FILTER	90.3	91.8	93.1	93.6	94.9	94.3
NON-FILTER	9.7	8.2	6.9	6.4	5.1	5.7

2500058378

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(TURKEY)

	1986	1987	1988	1989	1990	1991
COMPANY SHARES OF IMPORTED SEGMENT (%)						
1)PHILIP MORRIS	86.5	88.6	85.8	86.0	86.7	87.5
2)R.J. REYNOLDS	5.0	5.2	7.5	7.3	7.2	7.0
3)B.A.T.	2.6	1.8	1.8	2.3	2.3	2.0
4)RINSOZ & ORMOND	3.5	2.9	3.3	3.0	2.2	1.9
5)ROTHMANS INTERNATIONAL	2.0	1.2	1.4	1.1	1.0	1.2
OTHERS	0.5	0.3	0.2	0.3	0.6	0.6
BRAND FAMILY SHARES OF IMPORTED SEGMENT (%)						
1)MARLBORO	82.9	81.6	70.6	68.2	71.6	73.8
2)PARLIAMENT	3.6	7.0	15.2	17.8	15.1	13.7
3)CAMEL	2.1	3.1	5.8	6.1	6.4	6.1
4)SAMSUN	3.5	2.5	3.2	2.9	2.1	1.4
5)SALEM	0.8	0.8	0.7	0.8	0.8	0.9
6)BARCLAY	---	---	0.1	0.7	0.8	0.8
7)HB	0.4	0.4	0.5	0.7	0.7	0.6
8)KENT	1.3	0.9	0.8	0.7	0.7	0.5
9)ROTHMANS	1.2	0.8	0.8	0.6	0.6	0.4
10)PETER STUYVESANT	---	---	---	---	---	0.4

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(TURKEY)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			*1	*1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			1	1	1	1
H) CINEMA			1	1	1	1
I) SAMPLING			1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			**NO	**NO	***YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	NO
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*CONTESTS, PROMOTIONS BUT NO PRICE OFFS.
**NOT REQUIRED, BUT USED FOR MAGAZINE ADVERTISESTED BY/AGREED WITH TEKEL.
***PRESS

2500058380

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: UNITED ARAB EMIRATES - DOMESTIC

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)		2.3	2.2	2.3	2.6	2.9	2.8
PER CAPITA CONSUMPTION		1,680	1,560	1,600	1,721	1,710	1,555
COMPANY SHARES (%)							
1)B.A.T.		34.9	34.9	29.5	29.4	29.2	27.4
2)PHILIP MORRIS		16.8	19.2	19.3	19.4	22.0	26.1
3)R.J. REYNOLDS		3.3	3.2	13.0	19.5	22.1	20.4
4)ROTHMANS INTERNATIONAL		33.4	30.4	26.7	20.3	16.7	16.2
5)BROWN & WILLIAMSON		3.1	3.9	4.8	5.0	4.1	3.7
6)GALLAHER		3.8	3.0	2.3	2.0	1.7	1.7
OTHERS		4.5	5.3	4.6	4.5	4.2	4.5
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	16.1	18.3	18.3	17.7	18.1	21.2
2)DORCHESTER	R.J. REYNOLDS	0.1	0.3	4.3	8.2	11.4	13.4
3)WILLS GOLD FLAKE	B.A.T.	---	---	2.0	9.9	12.6	11.4
4)ROTHMANS	R.I.	19.7	17.8	14.8	11.1	8.9	8.4
5)DUNHILL	R.I.	10.1	9.0	8.4	6.7	5.4	5.6
6)PLAYERS GOLD LEAF	B.A.T.	13.7	12.0	9.4	6.3	5.2	5.4
7)GOLD COAST	R.J. REYNOLDS	0.5	0.8	5.3	7.9	7.8	4.7
8)L&M	PHILIP MORRIS	0.1	0.1	0.2	1.0	3.3	4.2
9)CAPSTAN	B.A.T.	2.9	4.4	5.0	4.2	3.9	3.3
10)BENSON & HEDGES	B.A.T.	5.7	5.6	4.4	3.7	3.5	3.3

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(UNITED ARAB EMIRATES - DOMESTIC)

	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	88.7	85.8	81.9	80.1	79.3	79.4
LIGHTS (6-10 MG)	9.7	12.4	16.0	17.8	18.6	18.6
SUPERLIGHTS (0-6 MG)	1.6	1.8	2.2	2.1	2.0	2.0
BY BLEND						
UK	73.2	69.4	63.6	62.1	61.8	62.0
US	24.7	27.8	34.2	36.5	37.8	37.6
OTHERS	2.1	2.8	2.2	1.4	0.4	0.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			2	2	2	2
B) RADIO			2	2	2	2
C) NEWSPAPERS			1	1	1	1
D) MAGAZINES			1	1	1	1
E) COUPONS			1	1	1	1
F) POINT OF SALE			1	1	1	1
G) BILLBOARDS			3	3	3	3
H) CINEMA			3	3	1	1
I) SAMPLING			1	1	1	*1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS			YES	YES	YES	YES
B) CARTONS			NO	NO	NO	NO
C) ADVERTISING			NO	NO	NO	NO

*FOR MAJOR EVENTS, MUNICIPALITY APPROVAL IS REQUIRED.

2500058382

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: YUGOSLAVIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	55.1	55.1	59.2	56.8	54.2	
PER CAPITA CONSUMPTION	2371	2350	2510	2400	2300	
MARKET SEGMENTATION (%)						
LICENSEE	15.8	19.9	20.8	16.3	21.2	
LOCAL BRANDS	84.2	80.1	79.2	83.7	75.6	
IMPORTS	---	---	---	---	3.2	
	1.8	2.3	2.4	2.7	4.8	
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) BRINKMANN/BAT	74.3	68.7	72.0	71.9	64.7	
2) PHILIP MORRIS	11.7	10.9	11.4	16.3	22.5	
3) R.J. REYNOLDS	2.2	4.2	4.0	1.5	4.2	
4) AUSTRIAN TABAKWERKE	6.0	7.3	6.6	5.8	3.0	
5) ROTHMANS INTERNATIONAL	2.3	1.7	2.2	2.1	2.4	
6) BROWN & WILLIAMSON	0.9	3.8	1.6	1.0	2.4	
7) REEMTSMA	2.6	3.4	2.1	1.4	0.8	
OTHERS	---	---	0.1	---	---	

BRAND FAMILY SHARES - LICENSEE SEGMENT (%)

BRAND NAME	MANUFACTURER	1986	1987	1988	1989	1990	1991
1) LORD	BRINKMANN	67.8	59.3	67.6	69.6	64.7	
2) MARLBORO	PHILIP MORRIS	9.9	8.2	7.4	10.4	16.8	
3) BOND STREET	PHILIP MORRIS	1.8	2.8	4.0	5.9	5.6	
4) WINSTON	R.J. REYNOLDS	1.8	3.3	3.9	1.4	4.2	
5) MIDE SORTE	ATW	6.0	7.3	6.6	5.8	3.0	
6) DUNHILL	R.I.	2.2	1.7	2.2	2.1	2.4	
7) KENT	B&W	0.9	3.8	1.6	1.0	2.4	
8) ASTOR	REEMTSMA	2.6	3.4	2.1	1.4	0.8	
9) HB	BAT	6.5	9.4	4.3	2.3	---	
10) CAMEL	R.J. REYNOLDS	0.4	0.8	0.2	0.1	---	

2500058383

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(YUGOSLAVIA)

	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION			*2	2	2	
B) RADIO			*2	2	2	
C) NEWSPAPERS			*2	2	2	
D) MAGAZINES			*3	2	2	
E) COUPONS			N/A	2	2	
F) POINT OF SALE			3	3	1	
G) BILLBOARDS			2	2	2	
H) CINEMA			2	2	2	
I) SAMPLING			**3	2	2	
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS			NO	NO	NO	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	NO	
SPECIFIC T&N NUMBERS ON:						
A) PACKS			NO	NO	NO	
B) CARTONS			NO	NO	NO	
C) ADVERTISING			NO	NO	NO	

*RESTRICTED TO NEW PRODUCT LAUNCHES-BYLAW AND PUBLICATION OF AWARDS WHICH GAVE WARNING FOR QUALITY OF THE PRODUCT.
**AT POINT OF SALE ALLOWED. DISTRIBUTION OF FREE SAMPLES ARE PROHIBITED.

2500058384

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

ASIA/
PACIFIC

2500058385

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

III. ASIA

AUSTRALIA

CHINA

FIJI

GUAM

HONG KONG

INDIA

INDONESIA

JAPAN

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

2500058386

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.6	33.6	34.5	33.7	34.6	34.2
OF WHICH LOCAL MANUFACTURE:	33.1	33.1	34.0	33.2	34.1	34.1
OTHERS	0.5	0.5	0.5	0.5	0.5	0.1
POPULATION TOTAL (MILLIONS)	15.9	16.0	16.5	16.8	17.0	17.4
PER CAPITA CONSUMPTION	2113	2110	2091	2007	2035	1967
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	29.2	28.9	28.0	27.8	26.9	26.0
% OF FEMALE POPULATION	28.2	27.8	27.1	26.8	26.0	25.5
% OF MALE POPULATION	30.2	30.0	29.0	28.8	27.8	26.6
COMPANY SHARES*						
1) PHILIP MORRIS LIMITED	31.8	32.4	32.6	33.1	36.7	36.8
2) ROTHMANS	36.3	36.9	35.7	35.6	34.9	36.2
3) AMATIL (B.A.T.)	30.9	29.7	30.8	30.6	27.7	26.6
4) R.J. REYNOLDS	1.0	1.0	0.9	0.7	0.6	0.3

*SOURCE: Nielsen Retail Index

2500058387

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

AUSTRALIA

BRAND FAMILY SHARES %* BRAND NAME	MANUFACTURER	1986	1987	1988	1989	1990	1991
1) WINFIELD	ROTHMANS	23.6	23.2	22.4	21.7	20.5	18.0
2) PETER JACKSO	PML	17.3	18.3	18.3	18.0	16.1	14.3
3) LONGBEACH	PML	---	---	---	---	8.9	13.2
4) BENSON & HEDGES	BAT	12.4	11.8	12.6	12.3	11.4	10.3
5) STRADBROKE	BAT	---	---	3.2	7.4	7.5	6.6
6) HOLIDAY	ROTHMANS	---	---	---	---	---	6.4
7) DUNHILL	ROTHMANS	3.3	3.8	3.9	3.9	3.8	3.6
8) ALPINE	PML	4.7	4.6	4.6	4.4	3.8	3.5
9) SPECIAL MILD	ROTHMANS	---	1.5	2.9	4.0	3.9	3.0
10) HORIZON	BAT	---	---	---	---	---	6.4
11) ESCORT	BAT	4.1	4.2	3.8	3.2	3.0	2.3
12) MARLBORO	PML	3.8	3.3	2.8	2.4	2.1	1.9
13) FORTUNE	PML	---	---	1.5	2.9	2.2	1.4
14) WILLS	BAT	3.8	3.4	2.8	2.2	1.8	1.4
15) BRANDON	ROTHMANS	---	---	---	---	1.8	1.3
16) PETER STUYVESANT	ROTHMANS	2.5	2.3	1.8	1.6	1.4	1.2
17) SUPERLIGHTS	PML	---	2.0	2.4	2.1	1.5	1.0
18) CRAVEN A	BAT	1.6	1.5	1.3	0.9	0.8	0.7
19) JOHN PLAYER/PLAYERS	BAT	1.8	1.5	1.1	0.9	0.6	0.7
20) CAMBRIDGE	ROTHMANS	2.1	1.8	1.3	1.0	0.8	0.6
21) RANSOM	ROTHMANS	1.5	1.8	1.3	0.8	0.6	0.5
22) COMMODORE	BAT	---	2.1	1.4	1.0	0.6	0.4
23) OTHER		14.3	12.9	10.6	9.3	6.9	5.0
MARKET SEGMENTATION %							
FILTER (NON MENTHOL)		87.4	85.7	87.5	88.2	88.8	89.6
FILTER MENTHOL		11.8	13.5	11.7	11.5	11.0	10.4
NON-FILTER		0.8	0.8	0.5	0.3	0.2	---
PRICE SEGMENTATION %							
HIGH/PREMIUM 20s/25s)		68.5	62.8	59.7	55.1	50.4	45.2
MEDIUM (30s)		31.5	34.5	32.5	28.0	24.0	19.8
LOW (35s/40s,50s)		---	2.7	7.8	16.9	25.6	35.1
TOBACCO TYPE SEGMENTATION %							
BLEND: AMERICAN		14.1	10.0	9.3	7.2	7.0	5.7
VIRGINIA		85.9	90.0	90.7	92.8	93.0	94.3

*SOURCE: Nielsen Retail Index

2500058388

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

AUSTRALIA

	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	---	0.2	---	---	0.3	---
71 MM TO 79 MM	---	2.8	4.1	1.8	1.7	1.1
80 MM TO 85 MM	---	96.1	95.5	98.1	97.8	98.9
86 MM TO 94 MM	---	0.8	0.4	0.1	0.2	---
95 MM TO 99 MM	---	---	---	---	---	---
OVER 100 MM	---	0.1	---	---	---	--
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	1.4	1.5	0.9	0.1	0.0	0.0
20 CIGTS/PACK	20.8	13.0	10.9	9.0	7.4	6.2
25 CIGTS/PACK	46.3	48.3	47.9	46.0	43.0	38.9
30 CIGTS/PACK	31.5	34.5	32.5	28.0	24.0	19.8
35 CIGTS/PACK	---	2.7	7.7	14.9	14.1	11.6
40 CIGTS/PACK	---	---	0.1	2.0	11.0	14.4
50 CIGTS/PACK	---	---	---	---	0.5	9.1
PACK TYPE SEGMENTATION %						
SOFT PACK	2.0	1.0	0.6	0.6	0.4	0.6
FLIP TOP BOX	95.1	98.2	99.0	99.0	99.4	99.4
PRINCESS PACK	1.2	0.8	0.4	0.4	0.2	---
OTHER (LAUBE)	1.6	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2	2
D) MAGAZINES	3	3	3	3	2	2
E) COUPONS	3	3	3	3	2	2
F) POINT OF SALE	1	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	2	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: Nielsen

2500058389

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

AUSTRALIA

	1986	1987	1988	1989	1990	1991
HEALTH WARNIG & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	YES	YES	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS*						
CIGARS (MILLIONS)	78.4	68.8	62.2	57.3	57.2	55.8
PIPE TOBACCO (THOUSAND KILOS)	217.8	205.0	---	---	---	---
ROLL YOUR OWN 9THOUSAND KILOS)	1328.3	1200.0	---	---	---	---

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: CHINA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,284.8	1,337.3	1,372.5	1,583.7	1,698.0	1,519.0
OF WHICH LOCAL MANUFACTURE:	1,270.0	1,320.0	1,353.4	1,575.1	1,692.8	1,510.0
IMPORTED FROM 1) HONG KONG	8.6	10.4	10.5	4.1	2.0	3.9
2) U.K. VIA HONG KONG	2.0	1.6	1.6	0.9	0.7	1.1
3) U.S. VIA HONG KONG	4.2	4.7	6.1	3.0	2.3	3.8
4) OTHERS VIA HONG KONG	0.0	0.6	1.0	0.6	0.1	0.2
POPULATION TOTAL (MILLIONS)	1,060.0	1,073.0	1,084.0	1,097.0	1,110.0	1,160.0
PER CAPITA CONSUMPTION	1,212.1	1,246.4	1,266.2	1,443.7	1,529.7	1,309.0
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.6	34.6	34.7	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.0	7.1	7.1	7.1
% OF MALE POPULATION	61.1	61.1	61.2	61.3	61.4	61.5
COMPANY SHARES						
1) CHINA NATIONAL TOB. CORP.(LOCAL MANUFACTURE)	98.9	98.7	98.6	99.5	99.7	99.4
2) OTHERS	1.1	1.3	1.4	0.5	0.3	0.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT						
1) PHILIP MORRIS	16.6	19.2	24.1	29.0	32.2	33.9
2) B&W/BAT	36.1	35.3	33.3	34.7	33.7	31.1
3) NANYANG	18.0	20.8	20.2	18.3	19.0	22.9
4) HKTC	20.7	19.2	17.5	13.9	10.5	8.3
5) RJR	3.1	2.0	1.7	1.9	2.4	1.8
6) ROTHMANS	1.6	1.2	1.2	0.4	0.6	0.5
7) GALLAHER	1.4	0.7	0.4	0.1	0.0	0.0
OTHERS	2.5	1.6	1.8	1.8	1.6	1.5

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CHINA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LOCAL BRANDS		CHINA NAT. TOB. CORP.	98.8	98.7	98.6	99.5	99.7	99.4
IMPORTED BRAND FAMILY SHARES								
2) MARLBORO	PM	PM	14.8	16.9	19.7	22.1	31.2	32.7
3) DBLE HAPPINESS	NANYANG	NANYANG	18.0	20.8	20.2	18.3	19.0	22.9
4) STATE EXPRESS	B&W	B&W	11.4	7.5	6.9	10.3	13.4	12.0
5) HILTON	BAT	BAT	15.7	18.3	15.9	14.1	8.9	10.8
6) GOOD COMPANION	HKTC	HKTC	20.7	19.2	17.5	13.9	10.5	8.3
7) KENT	B&W	B&W	7.1	7.9	9.2	9.1	10.1	7.3
8) WINSTON	RJR	RJR	2.4	1.5	1.3	1.2	1.1	0.8
9) VICEROY	B&W	B&W	1.9	0.7	0.7	0.9	1.0	0.8
10) MONTEREY	PM	PM	0.8	2.1	3.4	6.1	0.4	0.6
11) AM. CLB.NO. 1	BAT	BAT	1.4	0.6	0.5	0.2	0.1	0.1
12) RUBY QUEEN	BAT	BAT	---	---	---	---	---	---
OTHERS			5.8	4.5	4.9	3.9	4.3	3.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			27.6	34.8	37.6	41.5	42.0	50.0
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			72.3	65.1	62.3	58.4	57.9	49.9
PRICE SEGMENTATION								
PREMIUM			0.4	0.4	0.4	0.2	0.2	0.2
HIGH			0.7	0.7	0.7	0.2	0.1	0.1
MEDIUM			19.1	19.3	19.4	19.7	20.0	21.3
LOW			51.8	52.0	52.1	52.4	52.3	51.1
ECONOMY			28.0	27.6	27.4	27.4	27.4	27.3
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			100%	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %								
VIRGINIA			99.7%	96.3%	94.6%	93.7%	92.8%	93.5%

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CHINA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.6%	47.5%	47.4%	47.3%	47.1%	45.8%
71 MM TO 79 MM	35.9%	35.9%	35.7%	35.6%	35.5%	35.4%
80 MM TO 85 MM	16.3%	16.4%	16.7%	16.9%	17.2%	18.6%
100MM AND ABOVE	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	10.0%	9.0%	9.0%	8.8%	8.5%	8.0%
20 CIGTS/PACK	90.0%	91.0%	91.0%	91.2%	91.5%	92.0%
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0%	93.0%	93.0%	93.0%	93.0%	92.8%
FLIP TOP BOX	7.0%	7.0%	7.0%	7.0%	7.0%	7.2%
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	*
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Depends on types of media & Location

2500058393

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CHINA)	1986	1987	1988	1989	1990	1991
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
RETAIL PRICE (US$/PACK)						
TOTAL MARKET	0.70	0.75	0.94	0.78*	0.78	0.80
LOCAL BRANDS	0.65	0.66	0.81	0.64*	0.64	0.66
IMPORTED BRANDS	0.74	0.84	1.07	0.92*	0.92	0.93
LEADING LOCAL BRANDS	0.89	0.91	1.12	0.88*	0.88	0.90
LEADING IMPORTED BRANDS	0.92	1.10	1.30	1.15*	1.15	1.17

*PRICE DROP DUE TO RMB DEVALUATION

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: FIJI

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)			.500	.500	.560	.500	.530	.500
COMPANY SHARES %								
1) B.A.T.			55.0	55.0	56.0	54.0	52.2	53.0
2) CARRERAS ROTHMANS			44.8	44.8	43.8	45.3	47.0	46.2
3) PHILIP MORRIS			0.2	0.2	0.2	0.7	0.8	0.8
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)B&H K.S.	B.A.T.	B.A.T.	48.0	46.0	44.0	41.0	40.0	39.5
2)ROTHMANS PALL MALL	ROTH	ROTH	29.0	30.0	32.0	28.0	30.0	30.0
3)ROTHMANS K.S.	ROTH	ROTH	11.0	11.0	10.0	10.0	10.0	10.0
4)OTHERS			12.0	13.0	14.0	21.0	20.0	20.5
MARKET SEGMENTATION %								
FILTER MENTHOL			99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER			0.1	0.1	0.1	0.1	0.1	0.1
PRICE SEGMENTATION %								
POPULAR			60.0	60.0	65.0	70.0	70.0	70.0
PREMIUM			40.0	40.0	35.0	30.0	30.0	30.0
PACK COUNT SEGMENTATION %								
20 CIGTS/PACK			75.0	75.0	70.0	70.0	70.0	70.0
10 CIGTS/PACK			25.0	25.0	30.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY								
*NOTATIONS: 1) YES								
2) BANNED								
3) RESTRICTED								
A) TELEVISION			2	2	2	2	2	2
B) RADIO			2	2	2	2	2	2
C) NEWSPAPERS			1	1	1	1	1	1
D) MAGAZINES			1	1	1	1	1	1
E) CINEMA			2	2	2	2	2	2

2500058395

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: GUAM

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	615.0	585.0	689.0	711.0	744.0	780.0
POPULATION TOTAL (MILLIONS)	0.26	0.270	0.280	0.285	0.317	0.325
BRAND FAMILY SHARES %						
1)BENSON & HEDGES	27.3	31.2	33.5	33.4	32.7	33.1
2)MARLBORO	13.1	15.0	16.7	17.4	19.5	21.3
3)VIRGINIA SLIMS	9.3	8.6	8.7	8.5	8.8	8.9
4)LARK	1.5	1.7	2.0	1.9	2.0	1.9
OTHERS	48.8	43.5	39.1	38.8	37.0	35.0
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	35.0	35.0	35.0	35.0	35.0	35.0
FILTER MENTHOL	65.0	65.0	65.0	65.0	65.0	65.0

2500058396

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: HONG KONG

	1986	*1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.32	7.22	6.87	7.15	6.99	5.10
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	2.99	3.35	3.01	2.94	3.10	2.09
IMPORTED FROM 1) UNITED STATES	4.20	3.70	3.65	4.01	3.67	2.84
2) UNITED KINGDOM	0.12	0.13	0.14	0.14	0.15	0.12
3) PEOPLES REPUBLIC OF CHINA	---	---	0.02	0.03	0.03	0.02
4) OTHERS	0.01	0.04	0.05	0.03	0.04	0.03
POPULATION TOTAL (MILLIONS)	5.53	5.61	5.70	5.75	5.80	5.90
PER CAPITA CONSUMPTION	1,325	1,287	1,205	1,243	1,205	864
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19%	16%	16.8%	19.7%	18.5%	16.5%
% OF FEMALE POPULATION	5%	3%	2.9%	4.7%	3.8%	4.3%
% OF MALE POPULATION	33%	29%	30.0%	32.4%	32.8%	28.3%
COMPANY SHARES						
1) PHILIP MORRIS (PM)	33.0	36.0	36.8	37.6	39.0	43.0
2) B.A.T. (BAT INCL. B&W)	37.3	35.5	35.4	34.5	33.1	30.4
3) R.J. REYNOLDS (RJR)	13.5	13.5	14.4	15.7	16.4	17.1
4) HONG KONG TOBACCO CO. (HKTC)	9.6	8.1	6.8	6.1	5.4	4.4
5) NANYANG BROTHERS (NB)	5.0	4.8	4.2	3.9	3.7	2.6
OTHERS	1.6	2.1	2.4	2.2	2.4	2.5

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD.

2500058397

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(HONG KONG)			1986	*1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	PM	32.4	35.0	35.6	36.8	38.2	42.3
2) KENT	B&W	B&W	9.8	9.8	11.7	11.8	11.5	10.3
3) HILTON	BAT	BAT	7.0	6.9	6.7	6.9	7.3	7.8
4) SALEM	RJR	RJR	1.5	2.1	3.4	5.3	6.7	7.8
5) VICEROY	B&W	B&W	9.8	9.7	8.5	8.0	7.4	6.9
6) WINSTON	RJR	RJR	9.0	9.1	8.4	7.7	6.6	6.5
7) GOOD COMPANION	HKTC	HKTC	8.2	6.8	5.9	5.3	4.7	3.9
8) CAPSTAN	BAT	BAT	4.0	3.8	3.5	3.1	2.8	2.3
9) DOUBLE HAPPINESS	NB	NB	4.5	4.5	3.7	3.3	3.2	2.1
10) MARVELS	BAT	BAT	1.9	1.8	1.7	1.5	1.5	1.0
11) STATE EXP.555	BAT	BAT	1.9	1.7	1.7	1.8	1.4	0.8
OTHERS			10.0	8.8	9.2	8.5	8.7	8.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.0	93.5	91.7	90.3	88.9	87.9
FILTER MENTHOL			2.9	3.7	5.8	7.8	9.4	10.7
NON-FILTER			3.1	2.8	2.5	1.9	1.7	1.4
PRICE SEGMENTATION								
PREMIUM			47.6	51.1	56.1	59.3	63.9	67.3
HIGH			21.2	20.9	19.2	17.9	14.3	13.8
LOW			27.9	24.9	23.2	21.4	20.9	18.3
MEDIUM			3.3	3.1	1.4	1.4	1.0	0.6
TAR & NICOTINE SEGMENTATION %								
LTN			5.8	8.0	3.2	11.5	14.8	17.5
HIGH/FULL FLAVOR			84.4	82.2	79.2	75.9	72.9	71.6
MILD			9.8	9.8	17.6	12.6	12.3	10.9
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			86.5	87.2	87.9	88.8	89.6	91.6
VIRGINIA			13.5	12.8	12.1	11.2	10.4	8.4

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(HONG KONG)	1986	*1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
71 MM TO 79 MM	3.0	2.7	2.5	1.9	1.7	1.4
80 MM to 85 MM	88.1	88.0	88.3	89.6	90.1	89.8
86 MM TO 94 MM	0.3	0.3	0.3	0.2	0.2	0.3
100MM	8.3	8.6	8.5	7.9	7.6	8.2
OVER 100 MM	0.3	0.4	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.4	0.4	0.3	0.2	0.2	1.2
20 CIGTS/PACK	99.0	99.5	99.6	99.8	99.8	98.8
25 CIGTS/PACK	0.6	0.1	0.1	---	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	93.2	92.1	87.9	80.8	74.0	65.1
FLIP TOP BOX	6.1	7.1	11.4	18.7	25.5	34.4
SLIDE AND SHELL	0.5	0.4	0.4	0.2	0.3	0.3
PRINCESS PACK	0.2	0.4	0.3	0.2	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	2	2
B) RADIO	1	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

NO CIGARETTE ADVERTISING BETWEEN 4:30 PM - 6:30 PM
*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD.

2500583399

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(HONG KONG)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (THOUSAND KILOS)	20.4	19.6	N/A	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	N/A	N/A	N/A	N/A	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	106.3	93.1	NA/	N/A	N/A	N/A

2500058400

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: INDIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	80,000	75,756	81,048	84,300	84,400	83,630
LOCAL MANUFACTURE:	80,000	75,756	81,048	84,300	84,400	83,630
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	760	775	797	815	835	844
PER CAPITA CONSUMPTION	105	98	102	103	101	99
SMOKER INCIDENCE						
% OF TOTAL POPULATION	2.6	2.5	2.5	2.6	2.5	2.5
% OF FEMALE POPULATION	NIL	NIL	NIL	NIL	NIL	NIL
% OF MALE POPULATION	5.1	4.8	4.9	5.0	5.0	5.0
COMPANY SHARES						
1) INDIA TOBACCO CO.	47.4	51.9	52.6	50.7	52.2	53.6
2) GODFREY PHILLIPS	10.8	12.7	15.3	16.2	17.4	18.5
3) VAZIR SULTAN TOBACCO CO.	17.6	16.1	14.5	16.6	17.3	17.3
4) GOLDEN TOBACCO CO.	20.7	16.0	14.2	13.7	11.2	9.9
5) NATIONAL TOBACCO	2.8	2.7	3.0	2.6	1.7	0.5
6) OTHERS	0.7	0.6	0.4	0.1	0.2	0.2

2500058401

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(INDIA)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SCISSORS PL.	ITC	ITC	14.6	17.8	18.3	18.3	16.7	15.7
2)WILLS FILTER	ITC	ITC	3.4	6.3	10.1	11.7	11.4	10.8
3)CHARMINAR PL.	VST	VST	9.1	8.8	8.5	9.6	9.2	8.6
4)BRISTOL FILTER	ITC	ITC	2.8	3.1	2.9	2.8	4.6	8.0
5)PANAMA PL	GTC	GTC	7.2	8.0	9.0	9.0	6.8	6.6
6)FOUR SQ. PREMIER	GPI	GPI	0.6	1.3	2.9	3.4	4.2	5.5
7)CHARMS MINI KG	VST	VST	4.6	4.8	3.6	4.1	5.1	5.4
8)GOLD FLK PL.	ITC	ITC	0.3	1.8	2.5	1.3	2.5	4.1
9)CAV GOLD LEAF	GPI	GPI	2.4	3.2	3.9	4.2	3.8	3.3
10)GOLD FLAKE KING	ITC	ITC	0.4	1.1	2.3	2.5	2.9	3.0
11)GOLD FLAKE FT	ITC	ITC	5.8	6.8	5.8	3.5	3.0	2.9
12)BERKELEY FT	ITC	ITC	4.9	3.9	2.7	2.0	2.5	2.2
13)CAPSTAN PL.	ITC	ITC	2.5	1.6	2.1	2.2	1.8	1.1
14)FOUR SQUARE KS	GPI	GPI	1.0	1.4	1.8	1.9	1.5	1.3
15)REGENT SPL. FT.	NTC	NTC	0.2	1.5	2.5	2.2	1.3	0.4
16)FLAIR FT.	GTC	GCT	---	2.3	2.4	1.4	0.8	0.8
OTHERS			40.2	26.3	18.7	19.9	21.9	20.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			54.5	50.5	49.3	47.8	51.2	55.4
FILTER MENTHOL			---	---	0.1	0.2	0.2	0.2
NON-FILTER			45.5	49.5	50.6	52.0	48.6	44.4
PRICE SEGMENTATION%								
PREMIUM(ABOVE RS.7.00 for 10's)			2.2	6.7	6.6	6.6	6.3	5.6
MEDIUM HIGH (RS.5.00 - RS.7.00)			9.2	13.2	16.0	15.2	14.4	14.9
MEDIUM (RS.3.50 - RS.4.50)			12.0	28.8	26.8	26.2	30.8	35.1
LOW (BELOW RS.3.50)			76.6	51.3	50.6	52.0	48.6	44.4
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW	.....NEGLIGIBLE.....							
LOW	.....NEGLIGIBLE.....							
MEDIUM	.....NEGLIGIBLE.....							
HIGH/FULL FLAVOR			100	100	100	100	100	100

2500058402

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(INDIA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLEND: VIRGINIA (LOCAL TYPE) BROWN/MIXED	100	100	100	100	100	100
LENGTH SEGMENTATION %						
70 MM AND SHORTER	50.6	77.7	77.4	78.2	79.3	80.8
71 MM TO 79 MM	27.4	13.2	16.0	15.2	14.4	13.6
80 MM to 85 MM	22.0	9.1	6.6	6.6	6.3	5.6
86 MM TO 94 MM	*	*	-	-	-	-
100MM	*	*	-	-	-	-
(*LESS THAN 0.1%)						
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	84.0	89.7	88.8	89.9	90.0	92.0
20 CIGTS/PACK	16.0	10.3	11.2	10.1	10.0	8.0
PACK TYPE SEGMENTATION %						
SOFT PACK	14.5	9.5	10.5	8.8	8.5	7.1
FLIP TOP BOX	1.5	0.8	0.7	1.3	1.5	1.4
SLIDE AND SHELL	84.0	89.7	88.8	89.9	90.0	91.5

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(INDIA)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	3,000	N.A.	10,000	10,600	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	45,000	60,000	75,000	78,000	N.A.	N.A.
SNUFF (THOUSAND KILOS)	4,500	4,500	6,600	7,000	N.A.	N.A.
BIDI (BILLIONS)	700	760	810.0	850	890	935
KRETEK (MILLIONS)	NIL	NIL	NIL	NIL	NIL	NIL
OTHERS (THOUSAND KILOS)	N.A.	N.A.	57,500	60,850	N.A.	N.A.

(approximately)

2500058404

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: INDONESIA TOTAL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	114,800	120,200	134,800	147,171	155,626	150,774
POPULATION TOTAL (MILLIONS)	166.00	169.00	175.59	179.14	182.80	184.70
PER CAPITA CONSUMPTION	696	711	768	832	841	816
COMPANY SHARES						
1) GUDANG GARAM (KRETEK)	28.9	30.7	29.3	27.1	35.2	38.91
2) DJARUM (KRETEK)	21.1	22.1	24.3	27.1	13.0	18.96
3) BENTOEL (KRETEK)	9.1	9.6	7.3	11.0	10.4	8.19
4) STTC (WHITE CIGTS)	6.9	4.1	3.8	4.0	3.0	2.90
5) BAT (WHITE CIGTS)	4.6	4.7	4.2	3.0	2.4	3.94
6) FAROKA (WHITE CIGTS)	1.1	0.8	0.9	0.8	1.2	1.91
OTHER KRETEK MANUFACTURERS	22.1	21.9	25.8	23.9	18.0	20.97
OTHER WHITE CIGT. MANUFACTURERS	5.8	6.1	4.4	3.1	3.1	4.22
BRAND SHARES %						
BRAND NAME						
1) DJARUM SUPER F 12	10.6	12.1	14.7	15.7	12.2	8.90
2) GUDANG GARAM (RED FILTER)	11.1	9.8	5.9	6.1	12.2	15.74
3) GUDANG GARAM SURYA F 16	1.5	2.0	5.8	5.5	7.5	8.00
4) GUDANG GARAM SURYA F 12	3.4	4.0	3.6	4.2	4.7	4.62
5) GUDANG GARAM RED NF 10	5.4	5.0	4.6	4.2	4.6	1.48
6) DJARUM F SUPER 16	3.7	4.4	4.3	4.4	4.3	3.60
7) BENTOEL INTL BLUE F12	3.6	4.2	3.6	5.3	4.0	4.95
8) GUDANG GARAM KS RED NF 12	2.1	2.1	2.3	2.4	2.7	0.95
9) COMMODORE LS	2.8	2.6	1.3	1.3	1.3	1.38
10) DJARUM FILTRA 12	4.4	4.7	1.9	1.2	0.7	0.35

2500058405

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	22,000	19,000	17,900	16,000	16,551	19,554
COMPANY SHARES (SHARE OF MARKET %)						
1) BAT	4.6	4.7	4.2	3.0	2.48	3.94
2) STTC	7.2	4.1	3.8	4.0	3.5	2.89
3) ROTHMANS	1.1	0.8	0.9	0.8	1.2	1.91
OTHERS	5.8	6.1	4.4	3.1	3.1	4.26
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	2.8	2.6	1.3	1.3	1.3	1.38
2)ARDATH SP KS	0.8	0.8	1.0	0.7	0.9	1.43
3)UNION FL	1.1	1.1	0.7	0.6	0.6	0.42
4)HERO	1.0	1.0	0.6	0.6	0.4	0.62
5)KANSAS	0.8	0.7	0.6	0.5	0.94	1.54
6)PANAMA FL	0.6	0.6	0.5	0.4	0.4	0.3
OTHERS	11.6	8.8	8.6	6.7	6.8	7.3
COMPANY SHARES (SHARE OF SEGMENT %)						
1) STTC	24.4	26.1	28.6	37.0	32.7	22.32
2) BAT	16.3	29.9	31.6	27.3	27.3	30.39
3) FAROKA	38.9	5.1	6.8	7.2	11.5	14.72
OTHERS	20.5	38.9	33.1	28.6	28.5	32.57
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)KANSAS	2.8	4.5	4.5	4.6	3.6	*11.86
2)UNION FL	3.9	7.0	5.3	5.7	5.5	*11.27
3)ARDATH SP KS	2.8	5.1	7.5	6.6	8.4	*11.03
4)COMMODORE LS	9.9	16.6	9.8	11.9	11.9	10.61
5)HERO	3.5	6.4	4.5	5.2	3.7	5.18
6)PANAMA FL	2.1	3.8	3.8	3.9	3.7	2.05
OTHERS	74.9	56.7	64.7	62.2	63.2	48.0

*Brand Family

2500058406

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	1.0	1.0	1.0	1.0	1.3	1.7
VIRGINIA	99.0	99.0	99.0	99.0	98.7	98.3
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.2	N/A	N/A	N/A	N/A	N/A
71 MM TO 79 MM	23.7	N/A	N/A	N/A	N/A	29.19
80 MM to 85 MM	59.5	N/A	N/A	N/A	N/A	49.83
100MM	15.6	N/A	N/A	N/A	N/A	20.98
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	*1	*1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	**YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*EXCEPT KOMPASS INDONESIA'S NATIONAL DAY.
**DECREE EXPECTED APRIL 1991 ON STATUTORY HEA

2500058407

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(INDONESIA - WHITE CIGARETTE MARKET)	1986	1987	1988	1989	1990	1991
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS KRETEK (MILLIONS)	92,800	101,200	116,900	131,171	137,209	131,220

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: JAPAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	309.2	307.6	306.7	312.8	320.3	326.0
OF WHICH LOCAL MANUFACTURE:	298.6	281.7	271.2	268.4	270.1	272.5
IMPORTED TOTAL	10.6	25.9	35.5	44.4	50.3	53.5
IMPORT SEGMENT SHARE	3.4%	8.4%	11.6%	14.2%	15.7%	16.4%
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	309.2	307.6	306.7	312.8	320.3	326.0
INTERNATIONAL TOTAL ***	11.3	27.4	37.7	46.7	53.6	57.5
INTERNATIONAL SEGMENT SHARE ***	3.7	8.9	12.3	14.9	16.7	17.6
POPULATION TOTAL (MILLIONS)	121.7	122.3	122.8	123.3	123.6	124.0
PER CAPITA CONSUMPTION	2,541	2,515	2,498	2,537	2,591	2,629
SMOKER INCIDENCE						
% OF TOTAL POPULATION	36.7	36.7	36.3	36.1	36.7	36.9
% OF FEMALE POPULATION	12.6	13.4	13.1	12.7	14.3	14.2
% OF MALE POPULATION	62.5	61.6	61.2	61.1	60.5	61.2
COMPANY SHARES						
1)JAPANESE TOBACCO MONOPOLY	96.3	91.1	87.7	85.1	83.3	82.4
2)PHILIP MORRIS (INCL. LIC. MARLBORO)	2.8	5.7	7.5	9.1	10.7	11.3
3)OTHER FOREIGN MFGRS	0.9	3.2	4.8	5.8	6.0	6.3
4)PHILIP MORRIS IMPORTS ONLY	2.6	5.2	6.8	8.4	9.7	10.1

326
.824
1304
652
2608
268824

2500058409

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(JAPAN)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MILD SEVEN	JTI	JTI	45.9	43.2	41.1	40.6	39.5	38.8
2) SEVEN STARS	JTI	JTI	11.5	10.6	9.5	9.0	9.6	9.9
3) CASTER	JTI	JTI	7.7	7.7	8.0	8.6	8.7	9.8
4) CABIN	JTI	JTI	7.3	6.9	6.2	6.7	6.7	6.9
5) LARK	PMI	PMI	1.7	3.1	3.8	4.4	5.1	5.1
6) HILITE	JTI	JTI	5.6	5.0	5.9	5.0	4.4	3.9
7) PEACE	JTI	JTI	4.3	3.9	3.6	3.4	3.3	3.1
8) HOPE	JTI	JTI	3.8	3.4	3.1	3.0	2.8	2.6
9) KENT	BAT	BAT	0.04	1.4	1.6	1.8	2.0	2.2
10) PARLIAMENT	PMI	PMI	0.5	0.7	0.9	1.1	1.4	1.7
11) ECHO	JTI	JTI	3.0	2.7	2.4	2.0	1.8	1.5
12) PHILIP MORRIS	PMI	PMI	0.3	1.3	1.3	1.2	1.3	1.4
13) MARLBORO	PMI	JTI	0.2	1.5	0.7	0.7	1.0	1.2
TOTAL TOP THIRTEEN			91.8	90.4	88.0	87.5	87.6	88.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.2	96.9	96.6	96.3	96.1	95.8
FILTER MENTHOL			1.7	2.1	2.5	2.9	3.2	3.5
NON-FILTER			1.1	1.0	0.9	0.8	0.7	0.7
CHARCOAL FILTER			75.7	77.1	79.8	81.1	82.6	83.7
PRICE SEGMENTATION								
PREMIUM (Y280 & over)			1.1	1.4	1.6	1.7	2.0	2.3
HIGH (Y221-279)			16.2	17.1	17.1	19.6	22.3	26.1
MEDIUM (Y220)			71.6	71.5	69.6	68.5	67.2	64.6
LOW (BELOW 220)			11.2	10.1	11.7	10.1	8.6	7.0
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (BELOW 6.1)			0.5	0.5	1.8	5.0	10.7	14.9
LOW (6.1-11)			29.3	35.1	36.0	35.9	37.0	37.3
MEDIUM (11.1 - 16)			54.6	49.8	49.4	47.3	33.5	36.2
HIGH/FULL FLAVOR (16.1 & OVER)			15.6	14.6	12.8	11.7	18.8	11.6

2500058410

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(JAPAN)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100%	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %						
70 MM AND SHORTER	10.4	7.5	6.7	6.0	5.5	5.0
80 MM to 85 MM	87.8	90.4	90.8	90.9	91.1	90.7
100MM	1.9	2.2	2.5	3.0	3.5	4.3
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	4.1	3.8	3.5	3.3	3.1	2.9
20 CIGTS/PACK (20'S)	95.4	95.7	96.1	96.3	96.6	96.8
OVER 30 CIGTS/PACK (50'S)	0.5	0.4	0.4	0.4	0.4	0.3
PACK TYPE SEGMENTATION%						
SOFT PACK	95.0	94.6	94.0	86.3	78.9	72.6
FLIP TOP BOX	0.8	1.4	2.3	10.3	17.9	24.5
PRINCESS PACK	0.02	0.04	0.04	0.1	0.1	0.1
OTHERS	4.2	3.9	3.6	3.4	3.1	2.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

1)YES
2)BANNED
3)RESTRICTED

A)TELEVISION	3	(time and GRP limits)
B)RADIO	3	(GRP limits)
C)NEWSPAPERS	1	(maximum at 1/3 Page)
D)MAGAZINES	1	(not for female magazines)
E)COUPONS	2	
F)POINT OF SALE	1	
G)BILLBOARDS	1	
H)CINEMA	1	
I)SAMPLING	1	

*Advertising and sales promotion restrictions are imposed by industry voluntary codes.

2500058411

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(JAPAN)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A)PACKS	YES	YES	YES	YES	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	YES	YES
SPECIFIC T&N NUMBERS ON:							
	A)PACKS	NO	NO	NO	NO	YES	YES
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	YES	YES
TAR BANDS PRINTED ON:							
	A)PACKS	NO	NO	NO	NO	NO	NO
	B)CARTONS	NO	NO	NO	NO	NO	NO
	C)ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS							
CIGARS (MILLIONS)		N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)		N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

2500058412

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(JAPAN)	1986	1987	1988	1989	1990	1991
IMPORTED BRANDS SHARE OF IMPORT SEGMENT						
MANUFACTURERS						
PHILIP MORRIS	74.7	62.0	58.5	59.0	61.9	61.3
B.A.T.	7.8	23.9	24.4	22.5	21.3	22.6
R.J. REYNOLDS	11.0	9.1	11.6	12.8	12.2	12.0
OTHER	6.5	5.0	5.5	5.6	4.6	4.1
BRANDS						
LARK	48.6	36.9	33.1	31.2	32.3	31.4
KENT	1.3	16.9	14.2	13.0	12.6	13.6
PARLIAMENT	13.1	7.9	7.5	7.9	9.2	10.2
P.M.	9.8	14.9	11.6	8.8	8.2	8.5
LUCKY STRIKE	3.5	5.1	5.2	6.1	6.1	6.5
SALEM	5.8	4.3	4.7	4.9	4.9	5.5
MERIT	-	-	-	4.7	5.4	5.3
VIRGINIA SLIMS	2.8	2.1	2.0	2.6	3.3	4.1
VANTAGE	-	-	-	2.8	2.8	2.3
CAMEL	1.9	1.4	1.5	2.0	2.0	2.2
L&M	-	-	4.2	3.7	3.3	1.8
OTHERS	13.2	10.5	16.0	12.4	9.7	8.8

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(JAPAN)	1986	1987	1988	1989	1990	1991
INTERNATIONAL BRANDS SHARE OF INTERNATIONAL SEGMENT MANUFACTURERS						
PHILIP MORRIS	76.2	64.0	61.0	61.0	64.2	64.0
B.A.T.	7.3	22.6	22.9	21.4	20.0	21.0
R.J. REYNOLDS	10.4	8.6	10.9	12.2	11.4	11.2
OTHER	6.1	4.8	5.2	5.4	4.6	3.8
BRANDS						
LARK	45.7	34.9	31.1	29.6	30.3	29.2
KENT	1.2	16.0	13.3	12.3	11.9	12.6
PARLIAMENT	12.4	7.4	7.1	7.5	8.7	9.5
P.M.	9.2	14.1	10.9	8.4	7.7	7.9
MARLBORO	5.9	5.4	6.0	5.0	6.2	7.0
LUCKY STRIKE	3.3	4.9	4.9	5.8	5.7	6.1
SALEM	5.5	4.1	4.4	4.6	4.6	5.1
MERIT	-	-	-	4.5	5.0	4.9
VIRGINIA SLIMS	2.6	1.9	1.9	2.4	3.1	3.8
VANTAGE	-	-	-	2.6	2.7	2.1
CAMEL	1.7	1.3	1.4	1.9	1.9	2.0
OTHERS	12.5	9.9	19.0	15.3	12.2	9.8

2500058414

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: KOREA*

*Does not include Duty Free Imports

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	78.3	82.1	87.3	91.7	95.9	98.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	78.3	82.0	86.0	88.0	91.7	93.8
POPULATION TOTAL (MILLIONS)	41.2	41.6	42.0	42.4	42.8	43.2
PER CAPITA CONSUMPTION	1,900	1,974	2,079	2,163	2,241	2,289
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.3	24.0	25.0	23.3	35.0	33.0
% OF FEMALE POPULATION	6.6	6.6	7.0	4.6	4.0	3.0
% OF MALE POPULATION	41.0	41.3	43.0	43.8	64.0	63.0
COMPANY SHARES						
1) KOREAN TOBACCO 7 GINSENG	99.94%	99.8%	98.5%	95.9%	95.6%	94.9%
2) FOREIGN COMPANIES	0.06%	0.2	1.5	4.1	4.4	5.1
- PHILIP MORRIS	35%	31.2	37.2	27.6	33.3	37.9
- RJR	28%	27.9	25.4	32.0	27.8	22.2
- JTI	---	----	----	2.0	8.7	15.9
- B&W	33%	31.5	36.5	22.6	13.9	11.4
- OTHERS	4%	9.4	0.9	15.8	16.8	12.6

2500058415

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(KOREA)		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER						
1) 88 (EIGHTY-EIGHT)	KOREAN TOBACCO & GINSENG	---	---	66.6	58.1	62.5	63.3
2) HALLA	KOREAN TOBACCO & GINSENG	---	---	---	6.3	10.1	14.7
3) SOL	KOREAN TOBACCO & GINSENG	63.2	66.0	22.3	16.1	9.4	5.6
4) Y.S.L.	R. J. REYNOLDS	---	---	0.2	0.9	0.9	0.5
5) VIRGINIA SLIMS	PHILIP MORRIS	---	---	---	0.5	0.6	0.9
6) MARLBORO	PHILIP MORRIS	---	---	0.3	0.4	0.6	1.0
7) KENT	BRITISH AMERICA TOBACCO	---	---	0.5	0.7	0.4	0.4
8) OTHERS		36.8	34.0	10.1	17.0	15.1	11.3
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)		97.8	97.7	99.2	99.3	99.2	99.0
FILTER MENTHOL		1.4	1.8	0.8	0.7	0.8	1.0
				---	---		
PRICE SEGMENTATION %							
PREMIUM (W1,000 AND ABOVE)		---	0.1	0.3	2.7	2.8	2.5
HIGH (W800-W900)		---	---	1.2	1.7	1.7	2.6
MEDIUM (W700)		---	---	---	7.2	23.2	32.5
REGULAR (W600)		---	37.3	62.8	70.1	61.6	50.5
LOW (BELOW W600)		---	62.6	35.7	18.3	10.7	11.9
TAR & NICOTINE SEGMENTATION%							
ULTRA LOW (BELOW 6MG)		---	---	---	7.1	11.5	15.7
LOW ((6-10 MG)		7.0	10.0	70.6	62.7	70.0	72.9
MEDIUM (11-15MG)		69.0	69.0	23.2	29.4	17.7	10.5
HIGH/FULL FLAVOR (16+ MG)		24.0	21.0	6.2	0.8	0.8	0.9
TOBACCO TYPE SEGMENTATION %							
BLOND: PSUEDO AMERICAN		100.0	100.0	99.7	99.7	99.8	99.9

2500058416

(KOREA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
85 MM	---	---	99.2	89.4	75.3	61.1
100 MM	---	---	0.8	10.6	24.7	38.9
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	0.01	---	---	---	---	---
20 CIGTS/PACK	99.99	100	100	100	100	100
PACK TYPE SEGMENTATION						
SOFT PACK	98.2	97.9	99.7	97.4	95.6	94.6
FLIP TOP BOX	1.8	2.1	0.3	2.6	4.4	5.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	--	--	--	--	(2)	2
B) RADIO	--	--	--	--	(2)	2
C) NEWSPAPERS	--	--	--	--	(2)	*3
D) MAGAZINES	--	--	--	--	(3)	3
E) COUPONS	--	--	--	--	(3)	*2
F) POINT OF SALE	--	--	--	--	(1)	*1
G) BILLBOARDS	--	--	--	--	(2)	*2
H) CINEMA	--	--	--	--	(2)	*2
I) SAMPLING	--	--	--	--	(3)	*3

*Event sponsorship only advertisements allowed.
*120 Magazine insertions per brand family per year.
*At point of purchase only.

2500058417

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(KOREA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	0.8	0.4	N/A	N/A	N/A	N/A

2500058418

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: MALAYSIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	17.23	16.63	17.48	17.81	18.54	
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	
IMPORTED:	---	---	---	---	---	
POPULATION TOTAL (MILLIONS)	16.1	16.5	16.9	17.4	17.9	
PER CAPITA CONSUMPTION	1070.2	1007.9	1034.3	1023.6	1035.7	
SMOKER INCIDENCE						
% OF TOTAL POPULATION	14.2	15.7	14.2	14.2	15.8	
% OF FEMALE POPULATION	2.5	1.0	1.8	0.7	0.6	
% OF MALE POPULATION	26.0	27.4	27.8	27.8	31.5	
COMPANY SHARES						
1)ROTHMANS	36.4	42.3	45.2	49.4	52.7	
2)MALAYSIAN TOBACCO COMPANY (MTC)	48.3	43.7	33.8	30.2	28.1	
3)R.J. REYNOLDS	9.2	9.6	17.1	16.9	15.7	
4)PHILIP MORRIS	5.6	4.0	3.4	3.4	3.5	
5)OTHERS	0.5	0.4	0.5	0.1	---	

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MALAYSIA)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DUNHILL K.S.	ROTHMANS	RPM	19.7	23.9	22.0	25.2	29.4	
2)BENSON & HEDGES	B.A.T.	MTC	24.4	22.4	14.8	12.9	12.2	
3)SALEM	RJR	RJR	3.7	4.2	4.6	5.4	7.3	
4)P. STUYVESANT	ROTHMANS	RPM	3.7	3.3	3.2	4.0	4.6	
5)VIRGINIA GOLD	ROTHMANS	RPM	3.6	5.9	6.0	4.3	4.3	
6)GOLD FLAKE	B.A.T.	MTC	8.6	4.0	5.6	4.0	3.5	
7)MARLBORO	P. MORRIS	PM	5.6	4.0	3.4	3.4	3.5	
8)LUCKY STRIKE	B.A.T.	MTC	2.7	2.1	1.8	3.4	3.5	
9)WHITE HORSE(YELLOW)	ROTHMANS	RPM	5.2	5.6	4.4	3.3	2.3	
10)KENT	B.A.T.	MTC	3.1	2.3	2.7	2.2	2.3	
11)PLAYERS GOLD LEAF	B.A.T.	MTC	0.9	6.9	3.8	2.1	1.7	
12)STATE EXPRESS 555	B.A.T.	MTC	1.6	1.7	1.1	1.2	1.4	
13)ROTHMANS INT. 100	ROTHMANS	RPM	2.5	1.7	1.1	0.9	0.8	
14)WINSTON	RJR	RJR	2.0	1.3	0.9	0.6	0.5	
15)DORAL	RJR	RJR	1.6	1.6	1.5	0.4	0.2	
16)EMBASSY 88	B.A.T.	MTC	2.6	1.7	0.4	---	---	
OTHERS			8.5	7.4	22.7	26.7	23.0	
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			90.3	89.8	87.0	85.6	84.7	
FILTER MENTHOL			6.3	7.3	10.5	11.9	12.8	
NON-FILTER			3.4	2.9	2.5	2.5	2.5	
PRICE SEGMENTATION								
PREMIUM (M$2.50 & ABOVE)			20.0	15.2	14.5	14.5	16.7	
HIGH (M$2.30-M$2.40)			50.2	52.1	41.7	43.4	46.1	
MEDIUM (M$1.60-M$2.20)			4.4	4.0	1.2	3.1	3.5	
LOW (UNDER M$1.50)			25.4	28.7	42.6	39.0	32.7	
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			19.1	16.4	23.3	25.6	35.7	
VIRGINIA			80.9	83.6	76.7	74.4	64.3	

2500058420

(MALAYSIA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
66 MM TO 72 MM	2.9	2.5	2.2	2.2	2.2	
74 MM TO 80 MM	---	---	---	---	---	
82 MM to 88 MM	90.1	91.7	88.1	85.4	86.8	
90 MM AND OVER	7.0	5.8	9.7	12.4	11.0	
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.4	6.2	5.1	5.1	4.5	
11 TO 15 CIGTS/PACK	14.9	11.6	8.5	8.2	8.9	
20 CIGTS/PACK	79.7	82.2	86.4	86.1	86.0	
50 CIGTS/PACK	---	---	---	0.6	0.6	
PACK TYPE SEGMENTATION %						
SOFT PACK	25.5	21.6	28.3	29.4	28.6	
FLIP TOP BOX	74.2	78.2	71.6	70.5	71.4	
SLIDE AND SHELL	0.3	0.2	0.1	0.1	---	
OTHER (TIN)	---	---	---	---	---	
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	
B) RADIO	2	2	2	2	2	
C) NEWSPAPERS	3	3	3	3	3	
D) MAGAZINES	3	3	3	3	3	
E) COUPONS	-	-	-	-	-	
F) POINT OF SALE	1	1	1	1	1	
G) BILLBOARDS	3	3	3	3	3	
H) CINEMA	3	3	3	3	3	
I) SAMPLING	1	1	1	1	1	

2500058421

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MALAYSIA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	
B) CARTONS	NO	NO	NO	NO	NO	
C) ADVERTISING	YES	YES	YES	YES	YES	
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	
B) CARTONS	NO	NO	NO	NO	NO	
C) ADVERTISING	NO	NO	NO	NO	NO	
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	
B) CARTONS	NO	NO	NO	NO	NO	
C) ADVERTISING	NO	NO	NO	NO	NO	

2500058422

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: PAKISTAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	37986	37061	33606	31503	31794	30246
OF WHICH LOCAL MANUFACTURE: 100%						
POPULATION TOTAL (MILLIONS)	99.16	102.24	105.3	108.56	111.81	115.16
PER CAPITA CONSUMPTION	383	362	319	291	284	263
COMPANY SHARES						
1) PAKISTAN TOBACCO CO. (B.A.T.)	45.5	48.5	53.5	56.3	56.2	57.3
2) LAKSON TOBACCO CO.(ROTHMANS)	23.3	23.1	25.5	25.0	24.3	22.0
3) PREMIER TOBACCO INDUSTRIES,LTD.(P.M.I)	17.9	16.2	13.3	13.7	13.6	13.2
4) SOUVENIR TOBACCO CO.	7.1	5.7	2.2	2.6	2.6	2.3
5) KHYBER TOBACCO CO.	3.1	3.3	3.9	0.2	0.1	0.2
6) MOGUL TOBACCO CO.*	2.5	2.0	Add w/LTC	---	---	---
OTHERS	0.6	1.2	1.6	2.2	3.2	4.8

BASIS: INDUSTRY CLEARANCES
* MOGUL FRANCHISE IS NOW OWNED BY LAKSON TOBAC

2500058423

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PAKISTAN)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) EMBASSY FT.	BAT	PTC	15.9	23.6	28.9	29.4	26.5	24.7
2) GOLD FLAKE	BAT	PTC	5.1	5.3	7.0	9.1	10.6	13.2
3) GOLD LEAF HL	BAT	PTC	5.1	5.4	6.2	7.2	6.7	7.1
4) MORVEN GOLD	LTC	LTC	4.6	4.6	4.4	5.5	6.5	6.8
5) ROYALS FILTER	LTC	LTC	3.1	7.0	7.9	5.4	6.6	6.0
6) R&W KSF HL	GPI	PTI	2.1	2.5	2.6	3.4	4.1	5.9
7) WILLS KINGS	BAT	PTC	1.7	2.2	2.3	2.7	3.3	4.3
8) MARK - 7 FT	LTC	LTC	-	1.4	4.7	5.2	4.1	3.3
9) WILLS FT SS20s	BAT	PTC	4.4	3.9	3.1	2.9	2.8	2.6
10) CAPSTAN NC	BAT	PTC	3.5	2.9	2.6	2.7	2.6	2.4
11) K-2 KSF	PTI	PTI	3.6	2.9	2.0	2.0	2.1	1.9
12) LORD	LTC	LTC	0.5	0.7	0.8	1.5	1.8	1.8
13) WINNER FT	PTI	PTI	---	---	0.6	1.8	1.7	1.7
14) R&W CANDY	GPI	PTI	---	---	---	1.7	1.7	1.5
15) PRINCETON SC	LTC	LTC	2.1	2.2	1.8	1.8	1.6	1.5
16) PLAYERS NO.6	BAT	PTC	1.4	1.3	1.2	1.3	1.3	1.4
17) MELBURN	STC	STC	2.2	1.8	1.7	1.5	1.4	1.2
18) K-2 PLAIN	PTI	PTI	4.0	3.6	3.2	2.7	2.2	0.9
19) ROYALS PLAIN	LTC	LTC	2.9	2.8	2.2	1.3	0.9	0.6
20) K-2 SPECIAL	PTI	PTI	4.7	2.7	1.9	1.2	0.9	0.5
OTHERS			33.1	23.2	14.9	9.7	10.5	10.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			79.6	83.8	88.9	83.0	94.8	97.1
NON-FILTER			20.4	16.2	11.1	7.0	5.2	2.9
TOBACCO TYPE SEGMENTATION %								
BLEND: VIRGINIA			100	100	100	100	100	100

2500058424

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PAKISTAN)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	29.4	30.5	30.2	35.5	37.2	44.9
LONG SIZE (78 - 80 MM)	21.5	21.9	24.5	25.1	25.3	23.2
REGULAR SIZE (68 - 72 MM)	49.1	47.6	45.3	39.4	37.5	31.9
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	44.2	43.6	43.8	59.3	40.0	32.1
20 CIGTS/PACK	55.8	56.4	56.2	40.7	60.0	67.9
PACK TYPE SEGMENTATION %						
SOFT PACK	30.0	26.3	26.0	26.0	29.3	29.0
FLIP TOP BOX	25.7	30.1	30.2	33.3	33.4	37.5
SLIDE AND SHELL	44.2	43.6	43.8	40.7	37.3	33.5
PRINCESS PACK	*	*	*	*	*	*
(*LESS THAN 0.1%)						
PRICE SEGMENTATION %						
CAT A (PREMIUM)	5.1	5.5	6.3	7.3	6.8	7.1
CAT B (HIGHT)	3.6	3.0	2.7	3.0	3.0	2.8
CAT C (MEDIUM HIGH)	17.2	17.0	18.6	28.0	32.2	37.1
CAT D (MEDIUM)	14.1	12.8	9.3	6.1	6.1	5.4
CAT E (LOW)	43.3	43.9	47.5	43.5	40.0	35.5
CAT F (ECONOMY)	16.7	17.8	15.6	12.1	11.8	12.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058425

(PAKISTAN)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058426

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	65,397	62,317	66,096	67647	67,991	65,669
POPULATION TOTAL (MILLIONS)	56.0	57.4	58.7	60.1	61.5	62.9
PER CAPITA CONSUMPTION	1,168	1,086	1,126	1,126	1,106	1,044
SMOKER INCIDENCE						
% OF TOTAL POPULATION	13.8	13.8	15.2	15.2	16.3	16.7
% OF FEMALE POPULATION	4.1	3.7	4.0	4.7	5.1	5.0
% OF MALE POPULATION	23.8	24.0	26.3	28.0	28.1	28.6
COMPANY SHARES						
1) FORTUNE TOBACCO	60.6	59.2	60.6	62.7	65.8	65.2
2) LA SUERTE/PMI	23.9	22.4	22.7	21.3	18.3	17.4
3) STERLING	2.3	3.2	2.7	2.9	2.9	5.5
4) OTHERS	13.2	15.2	14.0	13.1	13.0	12.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) HOPE	LOCAL	FORTUNE	16.1	12.1	13.1	14.8	17.8	20.2
2) CHAMPION	LOCAL	FORTUNE	14.4	16.9	19.4	21.8	19.0	16.6
3) MARLBORO	PMI	LA SUERTE	12.4	12.2	13.0	12.0	9.9	9.8
4) WINSTON	RJR	FORTUNE	3.6	3.6	3.6	4.6	7.1	8.6
5) PM	PMI	LA SUERTE	11.6	10.2	9.7	9.3	8.4	7.5
6) MORE	LOCAL	FORTUNE	4.9	3.2	2.7	3.5	4.2	4.3
7) STORK	LOCAL	STERLING	NIL	0.1	0.5	1.0	1.1	3.4
8) EVERGREEN	LOCAL	FORTUNE	6.1	10.7	7.7	5.0	4.8	2.9
9) LIBERTY	LOCAL	STERLING	NIL	NIL	0.4	1.1	1.9	2.6
10) MARK	LOCAL	FORTUNE	4.8	2.1	2.2	2.4	1.9	2.5

2500058427

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PHILIPPINES)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	22.4	20.8	20.8	21.6	23.8	26.0
FILTER MENTHOL	65.6	66.4	68.0	68.5	67.2	66.6
NON-FILTER	0.1	0.1	0.1	---	---	---
NATIVE	11.9	12.7	11.1	9.9	9.0	7.4
PRICE SEGMENTATION						
PREMIUM	11.4	10.1	9.6	9.2	8.4	7.6
HIGH	27.9	25.6	27.5	29.4	33.0	35.9
MEDIUM	25.6	13.3	12.3	13.4	12.8	14.6
LOW	34.1	51.0	50.5	48.0	45.8	41.9
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	99.1	99.1	99.3	99.3	99.3	99.3
LOW TAR 14 mg LIGHTS	0.9	0.9	0.7	0.7	0.7	0.7
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	88.1	87.3	88.9	90.1	91.0	92.6
OTHER	11.9	12.7	11.1	9.9	9.0	7.4
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.6	0.4	0.2	0.2	0.1	NIL
80 MM TO 85 MM	35.0	35.8	38.6	41.7	41.2	42.9
100MM TO 120MM	52.5	51.1	50.1	48.2	49.7	49.7
NATIVE	11.9	12.7	11.1	9.9	9.0	7.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	88.1	87.3	88.9	90.1	91.0	92.6
NATIVE 10/20/30's SPLIT N/A	11.9	12.7	11.1	9.9	9.0	7.4

2500058428

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PHILIPPINES)	1986	1987	1988	1989	1990	1991
PACK TYPE SEGMENTATION %						
SOFT PACK	99.5	99.7	99.8	99.8	99.9	99.9
FLIP TOP BOX	0.5	0.3	0.2	0.2	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	YES	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS) PLUS ROLL YOUR OWN (THOUSAND KILOS) PLUS CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: SINGAPORE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.8	3.7	3.7	3.5	3.5	3.6
PER CAPITA CONSUMPTION	1,468	1,407	1,407	1,313	1,311	1,335
FILTER SHARE	91.0%	92.1*	92.9	93.7	94.3	95.1
COMPANY SHARES						
1) ROTHMANS OF PALL MALL	38.2	32.1	29.4	28.1	27.8	26.3
2) PHILIP MORRIS	16.8	23.2	23.5	23.0	24.0	25.3
3) THONG HUAT (RJR)	21.9	23.0	23.3	24.2	24.7	24.8
4) SINGAPORE TOBACCO CO. (B.A.T.)	22.4	20.9	23.1	24.1	23.0	23.1
OTHERS	0.7	0.8	0.7	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)MARLBORO	PMI	P. MORRIS	15.8	21.4	20.9	20.7	21.6	22.9
2)SALEM	RJR	RJR	14.0	14.7	15.7	16.4	16.4	16.9
3)DUNHILL	ROTH	ROTH	22.5	19.3	17.7	16.7	16.6	15.5
4)LUCKY STRIKE	BAT	STC	4.0	5.2	8.1	9.5	9.4	10.1
5)CONSULATE	ROTH	ROTH	7.1	6.4	6.0	6.2	6.3	6.1
6)CAMEL	RJR	RJR	6.7	6.0	5.0	4.4	4.3	4.0
7)P. STUYVESANT	ROTH	ROTH	4.7	4.1	3.7	3.6	3.7	3.6
8)KENT	BAT	STC	3.3	2.7	3.0	3.3	3.4	3.5
9)STATE EXPRESS 555	BAT	STC	4.4	3.7	3.4	3.0	2.8	2.7
10)BENSON & HEDGES	BAT	STC	3.8	3.2	2.9	2.8	2.6	2.5
11)ROTHMANS	ROTH	ROTH	2.7	2.1	1.8	1.4	1.2	1.1
OTHERS			11.0	11.2	11.8	12.0	11.8	11.1

2500058430

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SINGAPORE)		1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		65.6	66.7	66.1	65.9	66.3	66.5
FILTER MENTHOL		25.4	25.4	26.8	27.8	28.0	28.4
NON-FILTER		9.0	7.9	7.1	6.3	5.7	5.1
PRICE SEGMENTATION %							
PREMIUM		44.0	28.7	26.1	22.9	22.3	22.2
HIGH		27.9	23.5	40.6	46.0	46.7	46.8
MEDIUM		10.4	28.5	12.2	7.9	8.7	8.1
LOW		17.7	19.4	21.1	23.2	22.4	22.9
	Prem (Sing.$)	2.50+	same	2.8+	3.10+	3.50+	3.90+
	High	2.49-230	same	2.79-2.60	2.90-3.09	3.30-3.49	3.70-3.89
	Med	2.29-2.10	same	2.59-2.40	2.70-2.89	3.10-3.29	3.50-3.69
	Low	below 2.10	same	below 2.40	2.69-below	3.09-below	3.49-below
TOBACCO TYPE SEGMENTATION%							
BLEND: AMERICAN		47.7	50.4	57.2	63.4	64.5	66.8
VIRGINIA		52.3	49.6	42.8	36.6	35.5	33.2
LENGTH SEGMENTATION %							
REGULAR		8.7	8.7	7.8	6.1	5.7	5.1
LONG SIZE		15.1	14.8	18.4	26.7	27.2	28.4
KING SIZE		72.7	73.5	70.4	63.2	63.1	62.5
100MM+		3.4	3.0	3.1	3.7	3.9	3.9
95's		-	-	0.3	0.3	0.2	0.1
PACK COUNT SEGMENTATION %							
7's		3.3	3.2	4.1	3.7	3.8	0.6
10's		12.9	13.5	14.4	18.3	18.7	19.8
12's		9.6	8.4	7.2	4.6	3.8	4.5
14's		14.2	14.5	10.9	10.1	10.5	9.3
20's		59.9	60.0	61.5	61.5	62.3	63.2
OTHERS		0.1	0.4	1.9	1.8	1.0	2.6

2500058431

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(SINGAPORE)	1986	1987	1988	1989	1990	1991
PACK TYPE SEGMENTATION %						
SOFT PACK	43.8	46.0	44.3	44.4	44.4	44.3
FLIP TOP BOX	52.3	50.2	52.2	52.5	52.6	52.9
SLIDE AND SHELL	3.8	3.6	3.3	3.0	2.8	2.6
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	---	0.1	0.1	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	3	2	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: TAIWAN

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	32.10	33.20	34.3	35.2	34.9	36.1
OF WHICH LOCAL MANUFACTURE:	31.54	26.60	28.8	30.1	30.0	31.0
IMPORTED FROM US/UK	0.56	6.60	5.5	5.1	4.9	5.1
POPULATION TOTAL (MILLIONS)	19.30	19.59	19.45	20.00	20.2	20.5
PER CAPITA CONSUMPTION (STICKS)	1663	1695	1763	1760	17.2	1760
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	27.5	29.5	29.3	31.8	31.7
% OF FEMALE POPULATION	N/A	N/A	2.6	3.9	4.7	4.8
% OF MALE POPULATION	N/A	N/A	47.3	47.4	54.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	98.2	83.5	83.9	85.6	86.0	85.9
2) ALL IMPORTED CIGARETTES COMPANIES	1.8	16.5	16.1	14.4	14.0	14.1
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	12.2	49.8	59.3	59.9	60.2	45.0
2) B & W/BAT	39.3	22.9	23.2	25.1	22.8	30.0
3) RJR	7.6	7.7	8.3	6.4	5.9	11.1
4) TEI	14.4	4.7	4.7	4.8	9.4	6.1
5) JTS	13.0	---	---	---	---	---
OTHERS	13.5	14.9	4.5	3.8	1.7	2.7

2500058433

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(TAIWAN)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES OF IMPORTED SEGMENT %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) STATE EXPRESS	BAT	BAT	23.7	9.9	15.4	21.1	19.4	26.5
2) PARLIAMENT	PMI	PMI	----	14.3	27.2	30.7	22.7	18.9
3) MARLBORO	PMI	PMI	6.0	33.9	31.0	26.6	15.6	15.8
4) L&M	PMI	PMI	---	---	---	0.6	20.5	8.4
5) YSL	RJR	RJR	---	2.6	3.6	3.9	4.5	8.1
6) KENT	B&W	B&W	15.6	11.1	7.1	3.9	3.1	3.4
7) CRAVEN "A"	TEI	TEI	---	---	0.5	0.8	6.2	2.0
8) CARTIER	TEI	TEI	1.7	1.1	1.5	2.0	1.4	2.0
9) DUNHILL	TEI	TEI	9.4	1.1	0.9	1.1	1.1	1.6
10) VIRGINIA SLIMS	PMI	PMI	---	---	---	0.2	1.1	1.6
11) OTHERS			43.6	26.0	12.8	9.1	4.4	11.7
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.4	96.1	99.0	99.4	99.5	99.3
FILTER MENTHOL			0.1	0.5	0.6	0.6	0.5	0.7
NON-FILTER			0.5	0.4	0.4	0.0	0.0	0.0
PRICE SEGMENTATION %								
PREMIUM			1.7	16.5	16.1	14.4	10.1	14.1
LOW			98.3	83.5	93.9	85.6	89.9	85.9
TAR & NICOTINE SEGMENTATION %								
HIGH/FULL FLAVOR			99.8%	94.5	92.6	80.0	73.1	71.7
LOW FLAVOR			0.2%	5.5	7.4	20.0	26.9	28.3

2500058434

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(TAIWAN)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	99.0	85.1	86.4	89.4	89.2	89.7
BLENDED	1.0	14.9	13.6	10.6	10.8	10.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.7	---	---	---	---	---
71 MM TO 79 MM	-	2.0	4.9	2.8	2.1	2.0
80 MM TO 85 MM	98.7	93.6	89.0	91.1	92.4	92.6
100 MM	0.6	4.4	6.1	6.1	5.5	5.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	---	---	---	---	---	---
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	97.0	80.4	76.6	70.4	66.2	58.3
FLIP TOP BOX	3.0	19.6	23.4	29.6	33.8	41.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	3	3	3	3	3
E) COUPONS	2	1	2	2	2	2
F) POINT OF SALE	2	1	1	1	1	1
G) BILLBOARDS	2	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

2500058435

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(TAIWAN)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
	(Health Warning Only)					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES*	YES*	YES*	YES*	YES*
SPECIFIC T&N NUMBERS ON:	(Magazine only)					
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Magazine only.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: THAILAND

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	29.248	30.927	33.203	36.900	39.000	39.200
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	99.2%
IMPORTED:	NIL	NIL	NIL	NIL	NIL	0.8%
POPULATION TOTAL (MILLIONS)	52.7	53.6	54.6	55.7	57.7	57.8
PER CAPITA CONSUMPTION	554	564	603	609	676	678
COMPANY SHARES						
1) THAILAND TOBACCO MONOPOLY	100%	100%	100%	100%	100%	99.2%
2) PHILIP MORRIS	----	----	----	----	----	0.3%
3) R.J. REYNOLDS	----	----	----	----	----	0.2%
4) OTHERS	----	----	----	----	----	0.3%

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER					
1)KHRONG THIP	THAILAND TOBACCO MONOPOLY	45.6	50.7	54.1	56.7	60.0	67.2
2)FALLING RAIN	THAILAND TOBACCO MONOPOLY	3.3	4.5	6.0	7.0	8.0	8.7
3)GOLD CITY 85	THAILAND TOBACCO MONOPOLY	15.0	14.1	12.8	11.7	10.0	8.5
4)SAMIT 14	THAILAND TOBACCO MONOPOLY	15.0	9.6	7.4	6.0	5.1	4.0
5)RUANG THIP	THAILAND TOBACCO MONOPOLY	4.9	8.1	7.7	7.1	4.9	2.5
6)KLEDTHONG 27	THAILAND TOBACCO MONOPOLY	0.5	0.6	0.6	0.5	2.3	2.0
7)ROYAL STD III	THAILAND TOBACCO MONOPOLY	4.0	2.9	2.5	2.2	2.1	1.6
8)KRONGTHIP DELUXE	THAILAND TOBACCO MONOPOLY	---	---	---	0.8	1.0	0.9
9)FALLING RAIN DELUXE	THAILAND TOBACCO MONOPOLY	0.0	0.0	0.0	0.0	0.0	0.9
10)THE MOON	THAILAND TOBACCO MONOPOLY	2.5	2.1	1.9	1.7	1.6	0.8
11)ROYAL STD DELUXE	THAILAND TOBACCO MONOPOLY	0.6	0.8	0.1	0.9	0.9	0.7
12)KRUNGTHONG	THAILAND TOBACCO MONOPOLY	1.9	1.4	1.1	1.0	0.9	0.6
13)SAMIT	THAILAND TOBACCO MONOPOLY	2.0	1.6	1.2	0.9	0.8	0.4
14)KLED THONG	THAILAND TOBACCO MONOPOLY	3.8	3.3	2.9	2.5	0.7	0.3
15)MARLBORO K.S.	PHILIP MORRIS	0.0	0.0	0.0	0.0	0.0	0.3
16)KWAETHONG	THAILAND TOBACCO MONOPOLY	0.9	0.5	1.1	1.0	0.7	0.2
17)WINSTON	R.J.REYNOLDS	0.0	0.0	0.0	0.0	0.0	0.1

*NOTE: IMPORT CIGARETTES COMMENCED AUGUST 1991

2500058437

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(THAILAND)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	80.7	81.6	78.1	78.8	80.9	94.2
PLAIN	16.0	15.0	15.9	14.2	11.2	5.8
PRICE SEGMENTATION*						
PREMIUM (16 & ABOVE)	0.0	0.0	0.0	1.0	2.0	3.3
HIGH (13)	0.0	77.9	83.6	81.0	86.0	90.9
LOW/MEDIUM (4-9)	100	22.1	16.4	18.0	12.0	5.8
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR >16	100%	100%	100%	100%	100%	99.2%
MEDIUM FLAVOR 16+BELOW	0.0	0.0	0.0	0.0	0.0	0.8%
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	65.8	67.0	74.0	76.5	80.8	84.4
VIRGINIA	30.8	29.7	17.2	14.7	13.6	9.8
THAI BLENDED	3.4	3.3	8.7	8.8	5.6	5.8
LENGTH SEGMENTATION %						
80 MM to 85 MM	100%	100%	100%	100%	100%	100%
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100%	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4%	99.4%	99.4%	99.4%	98.2%	96.7%
HARD PACK	0.6%	0.6%	0.6%	0.6%	1.8%	3.3%

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(THAILAND)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	2	2
D) MAGAZINES	3	3	3	2	2	2
E) COUPONS	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	2	2	2
H) CINEMA	3	3	2	2	2	2
I) SAMPLING	2	2	3	3	3	3
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
PIPE TOBACCO (THOUSAND KILOS)	NA	NA	NA	NA	NA	NA

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

LATIN AMERICA

2500058440

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2500058441

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)						
OF WHICH LOCAL MANUFACTURE:	40.4	38.1	34.3	33.9	33.5	34.9
POPULATION TOTAL (MILLIONS)	30.3	30.7	31.1	31.5	32.0	32.4
PER CAPITA CONSUMPTION	1,334	1,241	1,102	1,075	1,048	1,077
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35	N/A	32	N/A	30	N/A
% OF FEMALE POPULATION	29	N/A	25	N/A	24	N/A
% OF MALE POPULATION	43	N/A	38	N/A	35	N/A
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	54.8	54.5	57.2	57.3	55.9	52.5
2) MASSALIN PARTICULARES (PM/REEMTSMA)	45.2	45.5	42.8	42.7	44.1	47.5

2500058442

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ARGENTINA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DERBY	BAT	NOB-PIC	--	--	12.1	27.0	26.3	24.3
2) MARLBORO	PMI	MASS-PART	9.6	10.7	8.9	10.2	12.1	17.8
3) JOCKEY CLUB	BAT	NOB-PIC	28.9	30.4	25.8	17.6	16.9	15.9
4) LE MANS	PMI	MASS-PART	5.0	5.9	9.0	11.9	11.6	10.3
5) 43/70	BAT	NOB-PIC	11.2	10.3	8.5	6.5	6.6	6.1
6) L & M	PMI	MASS-PART	5.9	5.5	4.0	3.4	3.0	3.3
7) PHILIP MORRIS	PMI	MASS-PART	0.6	1.7	2.4	2.1	3.6	3.2
8) CHESTERFIELD	PMI	MASS-PART	9.0	7.9	5.8	3.9	3.3	3.0
9) PARISIENNES	BAT	NOB-PIC	2.9	2.7	2.5	2.6	2.6	2.7
10) PARLIAMENT	PMI	MASS-PART	2.9	3.0	2.0	1.9	1.7	2.3
11) IMPARCIALES	PMI	MASS-PART	3.4	3.2	2.8	2.5	2.4	2.3
12) PARTICULARES	PMI	MASS-PART	2.8	2.6	2.3	2.1	2.0	1.8
13) CONWAY	BAT	NOB-PIC	3.6	3.4	3.4	1.3	1.6	1.3
14) COLORADO	PMI	MASS-PART	3.7	3.3	2.7	1.6	1.4	1.2
15) CAMEL	RJR	NOB-PIC	1.3	1.1	0.8	0.7	0.6	0.7
16) PALL MALL	BAT	NOB-PIC	1.1	0.9	0.7	0.6	0.5	0.5
17) COLT	BAT	NOB-NIC	3.3	3.5	2.1	0.5	0.4	0.3
OTHERS			4.8	3.9	4.5	3.6	3.4	3.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US$ 1.50 plus		10.0	9.3	6.2	6.5	6.0	7.1
HIGH	US$ 1.35 to 1.40		22.3	21.6	16.9	14.8	15.6	21.8
MEDIUM HIGH	US$ 1.30		8.9	7.8	7.2	6.1	5.6	5.5
MEDIUM LOW	US$ 1.25		34.9	38.0	35.5	28.2	29.1	26.6
LOW	US$ 1.17		23.9	23.3	34.2	44.4	43.7	39.0
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			16.6	20.0	22.8	28.0	27.7	26.2
HIGH/FULL FLAVOR			83.4	80.0	77.2	72.0	72.3	73.8

2500058443

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ARGENTINA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND:	78.9	80.5	83.5	86.0	86.1	87.1
MIXED	18.1	16.8	14.1	11.8	11.9	11.1
BLACK	3.0	2.7	2.4	2.2	2.0	1.8
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.3	0.2	0.1	---	--	--
80 MM TO 85 MM	80.0	81.5	84.0	85.2	85.8	86.4
100 MM	19.3	18.0	15.7	14.6	14.0	13.4
OVER 100 MM	0.4	0.3	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	5.6	6.7	11.9	12.2	10.3	9.1
20 CIGTS/PACK	94.4	93.3	88.1	87.8	89.7	90.9
PACK TYPE SEGMENTATION %						
SOFT PACK	95.6	95.6	97.1	96.3	96.5	93.4
FLIP TOP BOX	4.4	4.4	2.9	3.7	3.5	6.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ARGENTINA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,079	2,287	3,245	3,024	N/A	N/A

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: BOLIVIA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)			0.842	0.881	0.936	1.00	0.97	1.02
POPULATION TOTAL (MILLIONS)			6.5	6.7	6.7	7.1	7.1	N/A
PER CAPITA CONSUMPTION			129	131	134	142	136.0	N/A
COMPANY SHARES								
1) COMPANIA INDUSTRIAL DE TABACOS			100.0	100.0	100.0	100.0	100.0	100.0
2) BOLIVIA AMERICAN TOBACCO			--	--	--	--	--	--
BRAND FAMILY SHARES %								
	BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)	L & M	PMI	CITSA	47.63	46.56	47.81	48.43	52.00	49.20
2)	CASINO	CITSA	CITSA	19.30	19.93	18.80	17.87	17.67	22.10
3)	ASTORIA	CITSA	CITSA	15.65	17.26	17.34	16.57	16.37	15.64
4)	DERBY	CITSA	CITSA	3.90	2.97	2.47	2.06	3.19	4.29
5)	BIG BEN	PMI	CITSA	5.61	5.26	4.10	3.43	3.30	3.56
6)	COLORADO	PMI	CITSA	6.73	6.86	5.45	3.65	2.74	2.76
7)	MARLBORO	PMI	CITSA	0.82	1.10	4.00	7.71	4.58	2.21
8)	PACIFIC	CITSA	CITSA	0.09	--	--	--	--	--
9)	DUCAL	CITSA	CITSA	0.09	0.06	--	--	--	--
10)	CAMBA	CITSA	CITSA	0.17	--	--	0.24	0.15	0.2
11)	OTHERS			--	--	--	0.04	0.00	--

2500058446

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BOLIVIA)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	84.32	82.70	82.61	83.39	83.61	84.32
NON-FILTER	15.68	17.30	17.39	16.61	16.39	15.68
PRICE SEGMENTATION %						
PREMIUM	0.9	1.1	4.0	7.71	4.58	6.31
HIGH	47.6	46.5	47.8	55.51	58.04	51.42
MEDIUM	12.3	3.5	12.1	2.10	3.19	4.33
LOW	39.2	40.3	36.1	34.68	34.19	37.94
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	64.79	62.75	63.84	65.32	65.80	62.06
BLACK	35.21	37.25	36.16	34.68	34.20	37.94
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	--	----	--	--	--	--
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	100.0	96.94	92.2	94.2	95.6
FLIP TOP BOX	--	--	3.06	7.8	5.8	4.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058447

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BOLIVIA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	YES	YES	YES	YES
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: BRAZIL

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	168.8	161.2	157.5	162.2	163.6	155.7
POPULATION TOTAL (MILLIONS)	138.5	141.5	144.4	147.4	150.4	153.3
PER CAPITA CONSUMPTION	1,219	1,139	1,091	1,100	1,088	1,016
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.9	34.1	32.5	32.5	32.4	29.4
% OF FEMALE POPULATION	28.1	27.0	26.6	27.3	27.2	26.2
% OF MALE POPULATION	42.2	41.8	38.9	38.3	38.1	32.9
COMPANY SHARES						
1) BAT	83.0	81.4	79.7	80.0	82.1	84.1
2) PM	7.8	8.3	8.0	8.1	15.2	13.8
3) RJR	7.9	8.2	9.5	9.2	--	--
OTHERS	1.3	2.1	2.8	2.7	2.7	2.1

2500058449

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BRAZIL)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) HOLLYWOOD	C.C.S.C.	B.A.T.	30.7	25.9	20.5	18.8	16.9	17.9
2) BELMONT	C.C.S.C.	B.A.T.	17.1	18.3	19.8	19.7	18.9	16.2
3) PLAZA	C.C.S.C.	B.A.T.	10.7	12.3	14.0	13.4	15.3	15.5
4) FREE	C.C.S.C.	B.A.T.	3.5	5.3	6.4	7.3	9.2	11.7
5) CARLTON	B.A.T.	B.A.T	5.3	6.1	5.5	5.8	6.2	7.5
6) CONTINENTAL	C.C.S.C.	B.A.T.	4.2	3.9	3.2	2.5	2.4	2.8
7) MUSTANG	P.M.B.	P.M.B.	4.7	5.0	4.9	4.1	3.4	2.6
8) PALACE	P.M.B.	P.M.	--	--	0.2	1.4	1.7	2.3
9) MARLBORO	P.M.I.	P.M.	1.1	1.4	1.3	1.4	1.6	2.1
10) MINISTER	C.C.S.C.	B.A.T.	4.0	3.4	2.6	2.2	1.8	1.7
11) MISTURA FINA	P.M.I.	P.M.	2.0	2.4	2.3	1.8	1.5	1.3
12) GALAXY	P.M.I.	P.M.	1.7	1.6	1.2	1.0	0.9	1.0
13) ELMO	C.C.S.C.	B.A.T.	1.4	1.0	1.1	0.9	1.1	0.5
14) MONTREAL	C.C.S.C.	B.A.T.	1.3	1.4	1.7	1.5	1.3	0.4
15) MONTEREY	P.M.B.	P.M.	1.0	1.0	0.8	0.5	0.4	0.3
16) ARIZONA	C.C.S.C.	B.A.T	1.7	1.0	0.6	0.3	0.2	--
OTHERS			9.6	10.0	13.9	17.4	17.2	16.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.4	98.2	98.2	98.5	98.5	99.0
FILTER MENTHOL			0.2	0.2	0.1	0.1	0.1	0.1
NON-FILTER			2.4	1.6	1.7	1.4	1.4	0.9
PRICE SEGMENTATION %								
PREMIUM (VI)			1.5	1.4	1.2	1.2	1.1	1.3
HIGH (IV, V)			55.7	52.5	44.8	42.8	42.4	48.1
MEDIUM (III)			12.4	12.8	14.0	13.6	15.1	15.1
LOW (II, I)			30.4	33.3	40.0	42.4	41.4	35.5

2500058450

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BRAZIL)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0 - 6 mg.)	0.1	--	--	--	----	
LOW (6 - 10 mg.)	4.1	5.6	6.4	7.2	9.5	12.7
MEDIUM (10 - 15 mg.)	59.4	54.2	49.0	49.6	50.5	36.9
HIGH/FULL FLAVOR (15 mg and over)	36.4	40.2	44.6	43.2	40.0	50.4
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.7	0.2	0.5	0.1	0.1	--
80 MM to 85 MM	92.0	92.2	91.0	89.1	87.9	87.9
90 MM	0.1	0.1	0.6	0.8	0.8	0.8
100 MM	7.3	7.6	8.5	10.8	11.2	11.3
OVER 100 MM	--	--	--	--	--	--
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	91.7	90.7	90.7	88.8	88.3	87.0
FLIP TOP BOX	8.3	9.3	9.3	11.2	11.7	13.0
PRINCESS PACK	--	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	3	3

2500058451

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(BRAZIL)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	177.1	180.9	184.8	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	177.6	181.4	185.3	N/A	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	7,600.0	22,000.0	N/A	N/A	N/A	N.A

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: CHILE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	8.5	8.8	9.4	10.0	10.3	10.4
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.0	12.5	12.7	12.9	13.1
PER CAPITA CONSUMPTION	708	733	752	787	798	794
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	--	--	--	--
% OF FEMALE POPULATION	--	--	--	--	--	--
% OF MALE POPULATION	--	--	--	--	--	--
COMPANY SHARES						
1) PHILIP MORRIS (MANUF. FACIL)	3.5	3.3	3.1	2.8	2.8	2.2
2) BAT (C.C.T.)	95.3	95.8	96.6	97.0	97.2	97.8
3) RJR (COSUR)	1.2	0.9	0.3	0.2	--	--

2500058453

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CHILE)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)ADVANCE	BAT	C.C.T.	21.3	24.4	23.2	21.3	20.6	20.1
2)DERBY	BAT	C.C.T.	26.4	23.2	23.5	21.8	19.5	17.9
3)BELMONT	BAT	C.C.T.	9.3	9.9	9.4	9.7	12.5	14.1
4)LIFE	BAT	C.C.T.	2.9	1.7	0.9	3.8	8.4	13.8
5)HILTON	BAT	C.C.T.	8.1	8.6	9.0	10.6	9.8	9.6
6)VICEROY	BAT	C.C.T	6.8	8.3	10.1	8.3	9.2	7.2
7)LUCKY STRIKE	BAT	C.C.T.	2.2	2.0	2.5	2.7	3.6	3.6
8)RECORD	BAT	C.C.T.	7.6	6.1	8.3	7.5	4.0	3.5
9)KENT	BAT	C.C.T.	3.9	5.2	5.2	4.6	4.4	3.5
10)PALL MALL	BAT	C.C.T.	1.3	2.0	1.9	3.5	3.8	3.2
11)WINDSOR	BAT	C.C.T.	1.4	1.1	1.0	1.1	1.0	0.8
12)BOND	PM	F.A.C.I.L.	1.1	0.8	0.8	0.8	0.8	0.7
13)MARLBORO	PM	F.A.C.I.L.	---	0.2	0.4	0.6	0.7	0.5
14)CHESTERFIELD	PM	F.A.C.I.L.	0.9	0.7	0.6	0.5	0.6	0.5
15)TURBO	FACIL	F.A.C.I.L.	0.7	1.1	0.9	0.6	0.5	0.3
16)CASSINO	BAT	C.C.T.	2.1	1.4	0.4	0.2	0.2	0.2
OTHERS			4.0	2.3	1.9	2.4	0.4	0.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			98.3	98.7	99.0	99.0	99.3	99.2
FILTER MENTHOL			0.4	0.4	--	0.1	--	0.1
NON-FILTER			1.3	0.9	1.0	0.9	0.7	0.7
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			$1.05-9.40	9.4	$1.09-9.5	$1.00-4.8	$1.28-4.33	$1.38-3.8
HIGH			.85-29.0	18.7	.97-7.3	.81-21.2	1.10-21.25	1.21-7.34
MEDIUM			.70-11.0	25.4	.84-38.5	.79-49	.89-50.50	1.07-24.86
MEDIUM/LOW			.56-42.0	39.0	.68-33.4	.56-7.64	.68-11.74	.85-39.24
LOW			.48-9.0	7.6	.50-11.3	.35-17.3	.56-12.18	.59-24.65
TOBACCO TYPE SEGMENTATION %								
BLOND: VIRGINIA			--	--	--	--	--	--
PACK TYPE SEGMENTATION %								
SOFT PACK			97.5	97.3	96.4	96.0	93.4	94.0
FLIP TOP BOX			2.5	2.7	3.6	4.0	6.6	6.0

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CHILE)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: COLOMBIA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,972	18,100	17,002	16,550	16,500	16,100
POPULATION TOTAL (MILLIONS)	28.3	28.9	30.0	30.5	31.0	31.6
PER CAPITA CONSUMPTION	706	626	567	543	532	510
COMPANY SHARES						
1)CIA. COLOMBIANA DE TABACO (COL)	67.5	68.0	68.3	68.8	65.7	63.2
2)PROTABACO S.A. (PRO)	31.5	32.0	31.7	31.2	34.3	36.8

2500058456

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(COLOMBIA)

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1986	1987	1988	1989	1990	1991
1)ROYAL	COL	COL	12.6	15.4	14.8	16.5	20.1	23.6
2)PRESIDENT	PRO	PRO	17.6	18.3	18.2	17.0	20.5	22.2
3)MUSTANG	PRO	PRO	17.8	13.7	13.5	14.2	13.8	14.6
4)IMPERIAL SP	COL	COL	15.2	13.0	15.1	16.1	14.1	12.5
5)PIELROJA REG	COL	COL	19.7	17.5	15.6	14.0	13.7	11.8
6)DERBY	COL	COL	15.9	13.2	13.5	12.7	12.4	11.1
7)CAMPEON	COL	COL	--	1.5	0.7	2.0	2.2	2.5
8)HIDALGOS	COL	COL	2.7	2.9	2.3	2.3	1.2	0.8
9)PIELROJA F.	COL	COL	5.2	2.2	1.9	2.0	0.8	0.6
10)MONTECARLO FIL	PRO	PRO	1.1	1.0	0.7	0.7	0.2	0.1
11)NACIONAL FIL	NAL	COL	1.1	1.3	0.9	0.5	0.4	0.0
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			87.7	82.5	88.4	86.0	86.3	88.2
NON-FILTER			12.3	17.5	15.6	14.0	13.7	11.8
PRICE SEGMENTATION								
PREMIUM (US 0.85 AND UP)			--	--	--	--	--	--
HIGH (US 0.55 TO 0.70)			13.6	16.4	15.5	17.2	20.3	23.7
MEDIUM (US 0.40 TO 0.50)			49.7	39.9	42.1	43.0	40.3	38.2
LOW (US 0.29 TO 0.35)			23.8	26.2	25.0	23.8	25.1	26.1
ECONOMY (US 0.20 TO 0.25)			12.3	17.5	15.6	14.0	13.7	11.8
TAR & NICOTINE SEGMENTATION%								
LOW (BELOW 15MG)			1.1	1.0	0.7	0.7	0.2	0.1
HIGH/FULL FLAVOR (ABOVE 15MG)			98.9	99.0	99.3	99.3	99.8	99.9

*Less than 0.1%

2500058457

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(COLOMBIA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND:	63.6	56.3	57.6	60.2	60.6	61.9
MIXED	17.6	19.8	19.9	19.0	22.7	24.6
BLACK	18.8	23.9	20.7	18.8	16.1	13.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	19.7	17.5	15.6	14.0	13.7	11.8
80 MM TO 85 MM	87.7	82.5	84.4	86.0	86.3	88.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.3	7.6	8.4	8.0	7.9	7.7
16 TO 19 CIGTS/PACK	12.3	12.7	11.6	14.0	13.7	11.8
20 CIGTS/PACK	71.0	71.9	76.0	78.0	78.4	80.5
PACK TYPE SEGMENTATION %						
SOFT PACK	86.4	83.6	84.5	82.8	79.7	76.3
FLIP TOP BOX	13.6	16.4	15.5	17.2	20.3	23.7

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(COLOMBIA)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	(1)	(1)	(1)	(1)	(1)	(1)
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(1) WARNING ON T.V. ADERTISING ONLY.

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: COSTA RICA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.2	2.3	2.1	2.0	2.1	2.0
POPULATION TOTAL (MILLIONS)	2.7	2.7	2.8	2.9	3.0	3.2
PER CAPITA CONSUMPTION	815	821	757	696	703	634
SMOKER INCIDENCE						
% OF TOTAL POPULATION	22.6	--	--	20.1	--	21.6
% OF FEMALE POPULATION	10.1	--	--	10.2	--	10.9
% OF MALE POPULATION	33.2	--	--	29.5	--	30.6
COMPANY SHARES						
1)REPUBLIC TOBACCO CO.	72.9	72.5	72.5	72.5	71.7	70.2
2)TABACALERA COSTARRICENSE, S.A.	27.1	27.5	27.5	27.5	28.3	29.8

2500058460

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(COSTA RICA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DELTA	B.A.T.	R.T.CO.	50.1	50.7	51.1	53.7	54.5	54.1
2)DERBY	B.A.T.	T.C.S.A.	19.1	20.6	20.9	21.6	22.5	23.9
3)TICOS	B.A.T.	R.T.CO.	8.0	7.1	6.4	5.7	5.9	5.6
4)MARLBORO	P.M.	T.C.S.A.	2.8	3.1	3.3	3.6	4.2	4.6
5)REX	B.A.T.	R.T.CO.	4.6	4.5	4.1	3.9	3.8	3.3
6)CAPRI	B.A.T.	R.T.CO.	4.8	4.3	3.8	3.4	3.0	2.7
7)EMU	B.A.T.	R.T.CO.	0.4	1.6	2.3	1.8	1.5	1.3
8)LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	--	0.8	1.2
9)KOOL	B.A.T.	R.T.CO.	0.5	0.5	0.6	0.5	0.6	0.7
10)VICEROY	B.A.T.	R.T.CO.	0.9	0.9	0.8	0.7	0.6	0.6
11)TEMPO	B.A.T.	R.T.CO.	--	--	--	0.7	0.4	0.4
12)MONTEREY	B.A.T.	T.C.S.A.	0.9	0.8	0.6	0.5	0.4	0.4
13)BELMONT	B.A.T.	R.T.CO.	0.7	0.6	0.5	0.4	0.3	0.3
14)SAVOY	B.A.T.	T.C.S.A.	0.4	0.3	0.2	0.2	0.2	0.2
15)WEST	REEMSTMA	T.C.S.A.	1.1	0.6	0.4	0.2	0.2	0.1
16)ROYAL	B.A.T.	T.C.S.A.	0.4	0.3	0.3	0.2	0.1	0.1
17)FORTUNA	B.A.T.	T.C.S.A.	0.3	0.2	0.1	0.1	0.1	0.0
18)HILTON	B.A.T.	T.C.S.A.	--	--	0.5	0.3	0.1	0.0
19)OTHERS			4.0	2.9	2.4	1.8	0.8	0.6
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			97.1	97.3	96.7	96.7	97.2	97.1
FILTER MENTHOL			1.4	1.4	2.2	2.3	2.0	2.2
NON-FILTER			1.5	1.3	1.1	1.0	0.8	0.7
PRICE SEGMENTATION %								
PREMIUM A			4.1	--	--	--	--	--
PREMIUM B			6.3	10.2	9.7	9.4	9.6	9.6
HIGH			24.7	26.6	28.0	27.5	28.2	29.3
MEDIUM A			54.0	53.7	53.9	55.7	55.8	55.1
MEDIUM B			9.0	8.2	7.3	6.4	5.6	5.3
LOW			1.9	1.3	1.1	1.0	0.8	0.8

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(COSTA RICA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLACK						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
MIXED						
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.5	1.3	1.1	1.0	0.8	0.7
80 MM TO 85 MM	98.5	98.7	98.1	98.3	98.8	99.0
95 MM	--	--	--	--	0.4	0.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	76.4	75.0	73.8	73.2	71.4	68.0
FLIP TOP BOX	23.6	25.0	26.2	26.8	28.6	32.0
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.2	97.0	96.5	96.4	96.3	95.6
LOW	2.8	3.0	3.5	3.6	3.7	4.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	3	3	3	3	3
D) MAGAZINES	--	3	3	3	3	3
E) COUPONS	--	2	2	2	2	2
F) POINT OF SALE	--	3	3	3	3	3
G) BILLBOARDS	--	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	3	3	3	3	3

2500058462

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(COSTA RICA)		1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058463

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: DOMINICAN REPUBLIC

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,057	4,466	4,462	4,570	4,405	4349
POPULATION TOTAL (MILLIONS)	6.1	6.2	6.4	6.5	6.6	6.7
PER CAPITA CONSUMPTION	665	720	697	703	667	649
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.7	18.2	18.0	18.0	18.0	17.9
% OF FEMALE POPULATION	19.4	19.3	19.0	19.1	19.0	18.9
% OF MALE POPULATION	18.9	18.7	18.5	18.4	18.4	18.3
COMPANY SHARES						
1) E. LEON JIMENES, C. POR A. (PM)	64.2	65.1	69.9	70.7	73.1	74.2
2) COMPANIA ANOMINA TABACALERA	35.8	34.9	30.1	29.3	26.9	25.8
BRAND FAMILY SHARES %						
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER						
1) MARLBORO — PM — ELJ	44.4	45.1	49.3	51.1	49.3	46.7
2) NACIONAL — ELJ — ELJ	17.1	16.6	18.3	19.6	24.0	27.5
3) MONTECARLO — CAT — CAT	26.1	26.4	22.2	19.1	16.6	15.0
4) CREMAS — CAT — CAT	4.1	3.0	2.7	3.5	2.6	2.7
5) CASINO — CAT — CAT	2.4	2.0	2.0	2.5	1.6	1.8

2500058464

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(DOMINICAN REPUBLIC)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION						
FILTER (NON-MENTHOL)	89.4	89.2	90.8	90.0	90.2	89.8
FILTER MENTHOL	5.0	5.7	6.5	6.5	7.2	7.5
NON-FILTER	5.6	5.1	2.7	3.5	2.6	2.7
PRICE SEGMENTATION						
HIGH US$0.90 12/82	72.4	74.8	75.0	73.8	69.8	65.7
MEDIUM 0.70 12/82	17.3	16.9	18.3	20.2	26.0	29.8
LOW 0.40 12/82	10.3	8.3	6.7	6.0	4.2	4.5
TAR & NICOTINE SEGMENTATION						
LOW	4.9	6.0	6.5	7.1	7.1	6.9
HIGH/FULL FLAVOR	95.1	94.0	93.5	92.9	92.9	93.1
TOBACCO TYPE SEGMENTATION						
BLOND (AMERICAN)	89.7	91.7	93.3	94.0	95.8	95.5
BLACK	10.3	8.3	6.7	6.0	4.2	4.5
LENGTH SEGMENTATION						
70 MM AND SHORTER	0.1	0.1	--	--	0.1	--
80 MM TO 85 MM	99.9	99.9	100.0	100.0	99.9	100.0
PACK COUNT SEGMENTATION						
UP TO 10 CIGTS/PACK	75.7	76.0	74.5	76.0	76.0	76.5
20 CIGTS/PACK	24.3	24.0	25.5	24.0	24.0	23.5
PACK TYPE SEGMENTATION						
SOFT PACK	86.9	87.0	86.3	85.5	85.5	86.6
FLIP TOP BOX	13.1	13.0	13.7	14.5	14.5	13.4

2500058465

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(DOMINICAN REPUBLIC)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: ECUADOR

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3786	3604	3076	3069	3045	2949
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)*	9.7	9.9	10.2	10.5	10.8	11.1
PER CAPITA CONSUMPTION	392	363	302	292	282	265
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35.2	34.1	34.0	33.1	33.1	32.4
% OF FEMALE POPULATION	17.7	17.2	17.3	12.0	12.0	13.0
% OF MALE POPULATION	50.0	51.5	51.9	55.5	55.5	52.0
COMPANY SHARES						
1) PROESA	78.9	80.9	81.3	80.1	79.5	79.5
2) EL PROGRESO	21.1	19.1	18.7	19.9	20.5	20.5

*Ref: MARKOP

2500058467

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ECUADOR)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LARK	PMI	TANASA	37.2	39.1	40.1	36.1	35.4	34.6
2) LIDER	PMI	TANASA	27.8	30.1	29.0	31.3	31.8	32.4
3) FULL SPEED	EL PROG.	EL PROGRESO	12.7	11.8	13.1	15.9	17.3	17.7
4) MARLBORO	PMI	TANASA	9.3	8.9	10.4	9.2	9.3	9.8
5) SUPERIOR	PMI	TANASA	1.5	0.8	0.6	3.0	2.7	2.4
6) KING	EL PROG.	EL PROGRESO	1.6	1.5	1.5	1.1	1.1	1.1
7) DORAL	EL PROG.	EL PROGRESO	6.0	4.4	2.9	2.1	1.2	0.8
8) CHESTERFIELD	PMI	TANASA	0.9	0.9	0.5	0.5	0.4	0.4
9) SALEM	RJR	EL PROGRESO	0.6	0.7	0.9	0.8	0.8	0.3
10) TEMPO	EL PROG.	EL PROGRESO	--	0.7	0.4	--	--	--
11) WEST	REEMTSMA	TANASA	0.7	0.7	0.3	--	--	--
12) BARONET	PMI	TANASA	1.0	0.5	0.3	--	--	--
13) MAPLETON	PMI	TANASA	0.4	0.1	0.0	--	--	--
OTHERS			0.3	0.1	0.04	--	--	0.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)	REGULAR		14.5	12.6	13.9	14.7	15.7	16.2
FILTER MENTHOL			0.9	0.9	0.9	1.7	0.8	0.8
NON-FILTER			13.0	12.0	12.8	14.2	15.2	20.1
FILTER CHARCOAL			71.6	74.5	72.4	70.4	68.4	62.9
PRICE SEGMENTATION %	OFFICIAL RATE	FREE RATE						
PREMIUM	0.69	0.49	48.5	49.8	52.0	46.6	45.9	45.0
HIGH	0.64	0.45	33.9	35.2	32.3	33.4	33.0	33.8
MEDIUM	0.59	0.41	2.4	1.2	0.8	--	--	--
LOW	0.46	0.32	1.1	1.2	1.2	1.1	1.1	1.1
ECONOMY	0.22	0.18	14.1	12.6	13.7	18.9	20.0	20.1
OFFICIAL RATE	449.00							
FREE RATE	525.00							
TAR & NICOTINE SEGMENTATION %								
MEDIUM			36.3	37.6	35.0	36.2	36.2	37.2
HIGH/FULL FLAVOR			63.7	62.4	65.0	63.8	63.8	62.8
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			85.9	87.4	86.3	81.1	80.0	79.9
BLACK			14.1	12.6	13.7	18.9	20.0	20.1

2500058468

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(ECUADOR)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	13.0	12.0	12.2	13.1	15.2	15.1
80 MM to 85 MM	87.0	88.0	87.8	86.9	84.8	84.9
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.4	3.5	3.6	2.5	3.3	3.9
20 CIGTS/PACK	96.4	96.5	96.4	97.5	96.7	96.1
18 CIGTS/PACK	0.2	--	--	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	20.2	17.5	16.94	14.4	18.4	19.0
FLIP TOP BOX	79.8	82.5	83.06	85.6	81.6	81.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,893	1,930	1,876	1,407	1,559	1426
POPULATION TOTAL (MILLIONS)	4.8	4.9	5.2	5.3	5.3	5.4
PER CAPITA CONSUMPTION	394	394	361	265	296	264
SMOKER INCIDENCE						
% of TOTAL POPULATION	22.0	20.2	22.4	20.5	20.4	19.4
% OF FEMALE POPULATION	4.8	3.9	5.6	4.7	4.9	2.4
% of MALE POPULATION	37.5	35.2	37.8	36.5	35.9	36.3
COMPANY SHARES						
1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	82.4	75.1	78.4	73.7	74.5	72.3
2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	17.6	20.9	21.6	26.3	25.5	27.7

2500058470

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(EL SALVADOR)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DELTA	B.A.T	MORAZAN	58.9	57.8	57.4	57.3	58.6	57.6
2)DIPLOMAT	P.M.I.	TASASA	8.3	10.8	12.3	15.6	14.8	17.1
3)CASINO	B.A.T.	MORAZAN	13.1	10.6	10.0	8.3	7.2	6.8
4)MARLBORO	P.M.I.	TASASA	4.8	4.9	4.8	6.0	6.0	6.1
5)BARONET	P.M.I.	TASASA	3.8	4.5	4.0	3.7	2.5	2.3
6)REX	B.A.T.	MORAZAN	4.1	4.0	3.9	2.8	2.5	2.1
7)YORK	B.A.T.	MORAZAN	1.1	1.9	3.6	2.7	1.8	1.8
8)L&M KS	P.M.I.	TASASA	--	--	--	--	0.4	1.7
9)IMPERIAL	B.A.T.	MORAZAN	--	--	--	--	1.9	1.2
10)WINDSOR	B.A.T.	MORAZAN	2.3	2.3	2.0	1.5	1.3	1.2
11)LUCKY STRIKE	B.A.T.		--	--	--	--	--	0.8
12)MASTER	P.M.I.	TASASA	--	--	--	--	1.2	0.5
13)VICEROY	B.A.T.	MORAZAN	0.7	0.7	0.5	0.5	0.5	0.4
14)KOOL	B.A.T.	MORAZAN	--	--	--	--	0.3	0.2
15)POLAR	B.A.T.	MORAZAN	1.7	1.4	0.8	0.4	0.3	0.2
16)LIDER	P.M.I.	TASASA	--	--	--	0.8	0.5	0.0
17)CARIBE	P.M.I.	TASASA	0.4	0.3	0.3	0.3	0.1	0.0
18)FIESTA	B.A.T.	MORAZAN	0.2	0.1	0.1	0.1	0.1	0.0
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			94.8	92.6	91.8	90.6	91.3	90.4
FILTER MENTHOL			5.1	7.3	7.9	9.4	8.7	9.6
NON-FILTER			0.1	0.1	0.0	0.0	0.0	0.0
TAR & NICOTINE SEGMENTATION%								
HIGH/FULL FLAVOR			95.2	95.4	96.1	96.2	96.8	97.0
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			100	100	100	100	100	100

2500058471

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(EL SALVADOR)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.5	0.4	0.4	0.4	0.2	0.0
80 MM TO 85 MM	89.6	86.3	83.0	74.8	76.5	73.1
100 MM	9.9	13.3	16.6	24.8	23.8	26.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	95.8	95.5	95.8	94.5	93.5	91.5
FLIP TOP BOX	4.2	4.5	4.2	5.5	6.5	8.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058472

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(EL SALVADOR)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058473

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: GUATEMALA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)			1,804	1,998	1,933	1,927	1,804	1,778
POPULATION TOTAL (MILLIONS)			8.3	9.4	9.2	9.3	9.4	9.5
PER CAPITA CONSUMPTION			217	213	210	207	192	187
COMPANY SHARES								
1) TACASA (PMI)			45.1	48.7	51.1	49.8	51.6	52.9
2) TNSA (BAT)			54.9	51.3	48.9	50.2	48.4	47.1
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) RUBIOS	PMI	TACASA	39.5	41.4	43.0	41.2	43.1	46.5
2) CASINO	BAT	TNSA	18.8	17.4	16.1	17.9	17.0	17.0
3) BELMONT	BAT	TNSA	18.0	18.9	20.3	20.4	15.6	11.8
4) MONTANA	BAT	TNSA	--	--	--	--	--	9.9
5) MARLBORO	PMI	TACASA	2.3	2.8	3.2	3.6	3.4	3.9
6) IMPERIAL	BAT	TNSA	--	--	--	1.2	7.9	3.2
7) PAYASOS	BAT	TNSA	2.8	2.4	2.1	2.1	2.1	2.1
8) DIPLOMAT	PMI	TACASA	1.3	1.4	1.8	1.9	1.5	1.4
9) RECORD	BAT	TNSA	5.2	4.2	3.5	3.1	2.3	1.0
10) HILTON	BAT	TNSA	6.0	5.0	3.9	3.3	2.1	1.0
11) DERBY	PMI	TACASA	--	--	3.1	2.7	2.0	1.0
12) VICEROY	BAT	TNSA	0.6	0.5	0.5	0.5	0.3	0.3
13) PLAZA	BAT	TNSA	2.1	1.6	1.4	1.1	0.6	0.3
14) WEST	REEMTSMA	TACASA	--	--	--	--	--	--
15) VICTOR	BAT	TNSA	0.1	--	--	--	--	--
16) CLUB	PMI	TACASA	--	--	--	0.4	--	--
17) ALAS	BAT	TNSA	0.3	0.3	0.2	0.2	--	--
OTHERS	BAT		3.0	4.1	0.9	0.8	2.1	0.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			88.5	88.0	86.7	84.9	87.0	86.4
FILTER MENTHOL			8.7	9.6	11.2	13.0	10.9	11.5
NON-FILTER			2.8	2.4	2.1	2.1	2.1	2.1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GUATEMALA)		1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION % *							
HIGH	$0.90	2.8	3.3	3.8	4.1	3.7	4.2
MED-HIGH	0.68	24.2	23.2	24.3	24.4	18.1	13.8
MEDIUM	0.59	56.8	57.7	58.6	59.9	67.9	72.8
MED-LOW	0.48	13.4	13.4	11.2	9.5	8.2	7.1
LOW	0.36	2.8	2.4	2.1	2.1	2.1	2.1
TAR & NICOTINE SEGMENTATION %							
LOW		2.3	2.5	2.8	3.2	2.6	3.3
HIGH/FULL FLAVOR		97.7	97.5	97.2	96.8	97.4	96.7
TOBACCO TYPE SEGMENTATION %							
BLACK		2.8	2.4	2.1	2.1	2.1	2.1
BLOND		97.2	97.6	97.9	97.9	97.9	97.9
LENGTH SEGMENTATION %							
70 MM AND SHORTER		16.4	16.0	13.5	11.7	10.4	9.3
80 MM to 85 MM		76.3	74.9	77.8	80.4	84.0	87.3
90 MM TO 99 MM		6.0	7.7	6.9	6.0	4.1	2.1
OVER 100 MM		1.3	1.4	1.8	1.9	1.5	1.3
PACK COUNT SEGMENTATION %							
20 CIGTS/PACK		100%	100%	100%	100%	95.1	82.1
10 CIGTS/PACK		--	--	--	--	4.9	17.9
PACK TYPE SEGMENTATION %							
SOFT PACK		96.5	96.3	94.5	94.7	95.4	95.2
FLIP TOP BOX		3.5	3.7	5.5	5.3	4.6	4.8

*PRICE PER 20'S PACK IN U.S. DOLLARS.

2500058475

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(GUATEMALA)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058476

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: MEXICO

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION(BILLIONS)	46.3	50.6	46.4	51.3	52.5	51.6
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	80.0	81.9	83.3	84.6	81.2	82.1
PER CAPITA CONSUMPTION	579	618	557	606	646	629
SMOKER INCIDENCE						
% OF TOTAL POPULATION (16%)	34.5	38.0	36.9	35.6	36.2	32.9
% OF FEMALE POPULATION	10.0	11.0	11.0	11.0	11.0	10.0
% OF MALE POPULATION	27.0	31.0	31.0	29.0	30.0	28.0
COMPANY SHARES						
1) MODERNA	60.9	60.1	59.6	59.1	58.0	57.2
2) CIGATAM	39.1	39.9	40.4	40.9	42.0	42.8

2500058477

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MEXICO)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	CIGATAM	16.5	14.7	16.0	20.5	24.7	26.6
2) RALEIGH	MODERNA	MODERNA	24.2	21.4	21.1	23.0	24.7	23.8
3) FIESTA	MODERNA	MODERNA	18.9	15.4	13.6	12.8	11.7	11.2
4) MONTANA	MODERNA	MODERNA	2.0	5.7	8.0	8.9	8.5	8.9
5) DELICADOS	CIGATAM	CIGATAM	8.6	10.1	9.9	8.4	7.2	7.3
6) ALAS	MODERNA	MODERNA	6.6	7.6	7.4	6.1	5.4	5.4
7) FAROS	CIGATAM	CIGATAM	4.0	5.4	5.7	4.4	3.8	3.7
8) VICEROY	MODERNA	MODERNA	2.5	2.0	1.9	1.8	1.9	2.4
10) BENSON&HEDGES	PM	CIGATAM	1.2	1.1	1.4	2.0	2.2	2.1
11) BARONET	CIGATAM	CIGATAM	5.8	4.5	3.1	2.9	2.4	1.8
12) DEL PRADO	MODERNA	MODERNA	1.9	1.7	1.6	1.2	0.9	0.9
13) GRATOS	MODERNA	MODERNA	-	-	0.9	1.0	0.9	0.9
14) SALEM	RJR	MODERNA	0.2	0.4	0.5	0.6	0.8	0.9
15) KENT	MODERNA	MODERNA	-	-	0.9	0.9	1.0	0.7
16) DALTON	CIGATAM	CIGATAM	-	1.7	2.8	1.5	0.8	0.6
17) ARGENTINOS	MODERNA	MODERNA	1.0	1.0	0.9	0.7	0.6	0.5
18) BOHEMIOS	MODERNA	MODERNA	-	1.2	0.9	0.4	0.3	0.2
OTHERS			5.5	5.2	3.4	2.9	2.2	2.1
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			76.1	70.0	71.4	75.0	77.9	79.3
FILTER MENTHOL			1.0	1.1	1.3	1.6	1.9	2.0
NON-FILTER			22.1	28.0	26.2	22.3	19.1	17.6
NON FILTER MENTHOL			0.8	0.9	1.1	1.1	1.1	1.1
PRICE SEGMENTATION %								
HIGH			48.6	42.3	42.8	49.9	56.1	57.5
MEDIUM			29.4	29.8	29.9	27.8	24.9	23.8
LOW			22.0	27.9	27.3	22.3	19.0	18.7

2500058478

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MEXICO)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
LOW (9.0 - 12mg. tar)	3.6	3.2	3.4	4.0	5.0	6.0
MEDIUM (13.0 - 15mg. tar)	6.9	7.1	6.5	4.4	3.4	2.6
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	89.5	89.7	90.1	91.6	91.6	91.4
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	47.2	41.0	42.3	49.9	55.9	57.5
MIXED	29.4	30.3	30.0	27.7	25.0	23.7
BLACK	23.4	28.7	27.7	22.4	19.1	18.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	31.9	30.8	29.5	29.7	30.5	29.0
71 MM TO 79 MM	14.8	18.8	19.5	15.8	13.3	13.6
80 MM to 85 MM	52.0	49.3	49.6	52.8	54.2	55.1
100MM	1.3	1.1	1.4	1.7	2.0	2.3
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	4.0	7.1	8.1	5.9	4.5	4.2
16 TO 19 CIGTS/PACK	10.8	14.6	14.3	11.2	9.6	9.6
20 CIGTS/PACK	85.2	78.3	77.6	82.9	85.9	86.2
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	17.1	23.0	26.6	29.7	31.8	32.9
SOFT PACK	82.9	77.0	73.4	70.3	68.2	67.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(MEXICO)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO

2500058480

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: PANAMA

			1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)			832.1	809.7	671.4	618.4	775.2	746.1
POPULATION TOTAL (MILLIONS)			2,093	2,146	2,199	2,254	2,315	2,373
PER CAPITA CONSUMPTION			398	377	305	274	335	314
SMOKER INCIDENCE								
% OF TOTAL POPULATION			27	NA	NA	NA	19	NA
% OF FEMALE POPULATION			24	NA	NA	NA	7	NA
% OF MALE POPULATION			76	NA	NA	NA	32	NA
COMPANY SHARES								
1) TISA (BAT)			59.8	60.4	60.4	63.5	64.1	64.5
2) TABACAL (PMI)			40.2	39.6	39.6	36.5	35.9	35.5
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) VICEROY	BAT	TISA	33.1	33.8	32.9	32.7	31.8	31.3
2) MARLBORO	PMI	TABACAL	21.1	21.6	21.4	19.3	20.1	19.1
3) KOOL	BAT	TISA	13.0	13.1	13.0	13.7	14.6	15.2
4) LUCKY STRIKE	BAT	TISA	1.3	1.8	3.0	5.0	7.2	8.6
5) MENTOLADOS	TABACAL	TABACAL	8.3	8.1	8.5	8.4	7.5	7.3
6) RECORD	BAT	TISA	3.8	3.9	4.2	4.7	3.9	4.0
7) L&M	PMI	TABACAL	-	-	-	-	0.7	3.7
8) IMPERIAL	BAT	TISA	3.1	3.0	3.1	3.3	3.0	3.0
9) BELMONT	BAT	TISA	4.4	4.0	3.7	3.6	2.6	2.2
10) WEST	REEMTSMA	TABACAL	3.5	3.7	3.6	3.5	3.1	1.9
11) MERIT	PMI	TABACAL	1.9	1.9	2.0	1.8	1.6	1.4
12) MONTEREY	TABACAL	TABACAL	1.9	1.6	1.5	1.3	1.1	0.7
13) NACIONAL	TABACAL	TABACAL	1.0	0.8	0.8	0.6	0.6	0.4
14) PARLIAMENT	PMI	TABACAL	0.7	0.6	0.6	0.5	0.4	0.4
OTHERS			4.2	3.9	4.7	6.6	1.8	0.8

2500058481

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PANAMA)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	75.2	75.4	74.8	74.1	74.8	74.5
FILTER MENTHOL	24.8	24.6	25.2	25.9	25.2	25.5
PLAIN	--	--	--	--	--	--
PRICE SEGMENTATION %						
PREMIUM	--	0.2	0.2	0.2	0.2	0.2
HIGH	71.3	71.6	70.3	68.4	68.7	67.6
MEDIUM	13.7	13.0	13.0	12.7	10.7	9.9
LOW	15.0	15.2	16.5	18.7	20.4	22.3
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5mg.tar)	3.0	3.6	4.2	4.3	4.4	4.9
HIGH/FULL FLAVOR (15.0-17.0mg. tar)	97.0	96.4	95.8	95.7	95.6	95.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 mm to 85 MM	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	53.6	55.4	57.8	59.7	58.7	59.9
20 CIGTS/PACK	46.4	44.6	42.2	40.3	41.3	40.1
PACK TYPE SEGMENTATION						
SOFT PACK	86.8	86.7	87.0	87.3	83.4	75.9
FLIP TOP BOX	13.2	13.3	13.0	12.7	16.1	24.1

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PANAMA)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058483

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: PUERTO RICO

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,996	3,301	3,188	3,082.6	2,924	3,010.4
LOCAL MANUFACTURE	2,485	2724	2538	2379	2114	2,102.6
IMPORTED FROM USA	511	577	608	599.6	706	803.5
IMPORTED FROM GUATEMALA	--	--	42	104	104	104.3
POPULATION TOTAL (MILLIONS)	3.2	3.3	3.3	3.3	3.3	3.5
PER CAPITA CONSUMPTION	936	1000	966	934	885	860
SMOKER INCIDENCE						
% OF TOTAL POPULATION	22.1	22.1	22.1	N/A	42.5	41.6
% OF FEMALE POPULATION	12.0	12.0	12.0	N/A	39.8	38.8
% OF MALE POPULATION	31.0	31.0	31.0	N/A	45.5	44.6
COMPANY SHARES						
1) RJR	75.8	74.1	79.6	77.2	72.3	69.8
2) P.M.	13.0	12.2	13.1	12.6	16.3	18.8
OTHERS	11.2	13.7	7.3	10.2	11.4	11.4

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) WINSTON	RJR	RJR	62.8	62.6	70.4	68.6	63.4	61.5
2) MARLBORO	PM	PM	5.5	5.3	6.0	5.8	8.1	9.9
3) SALEM	RJR	RJR	10.8	9.6	8.5	8.0	8.0	7.9
4) MERIT	PM	PM	5.4	5.0	5.1	4.9	5.9	5.9
OTHERS			15.5	17.5	10.0	12.7	14.6	14.8

2500058484

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PUERTO RICO)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	85.0	85.0	85.4	84.6	83.3	83.6
FILTER MENTHOL	14.0	14.0	14.4	15.2	16.5	16.3
NON-FILTER	1.0	1.0	0.2	0.2	0.2	0.1
TAR & NICOTINE SEGMENTATION %						
LOW	13.0	13.0	6.4	6.4	8.0	9.0
FULL FLAVOR	87.0	87.0	93.6	93.6	92.0	91.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	*100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.0	1.0	1.0	*1.0	0.2	0.1
80 MM to 85 MM	97.0	97.0	97.0	*97.0	97.2	97.0
100 MM	2.0	2.0	2.0	*2.0	2.6	2.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	14.6	14.4	14.2	*14.2	14.0	16.1
20 CIGTS/PACK	84.5	84.3	84.2	*84.6	81.1	74.9
14 CIGTS/PACK	0.5	0.7	0.9	1.2	4.9	9.0
PACK TYPE SEGMENTATION %						
SOFT PACK	23.0	23.0	7.0	7.0	7.0	7.0
FLIP TOP BOX	77.0	77.0	93.0	93.0	93.0	93.0

2500058485

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(PUERTO RICO)	1986	1987	1988	1989	1990	1991
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058486

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: URUGUAY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,789.2	3,136.9	3,201.8	3,308.3	3,145.1	3,255.5
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	930	1,045	2,067	1,103	1,048	1,085
SMOKER INCIDENCE						
% OF TOTAL POPULATION	33.0	34.0	34.0	34.0	37.0	35.0
% OF FEMALE POPULATION	46.0	49.0	49.0	49.0	14.0	45.0
% OF MALE POPULATION	54.0	51.0	51.0	51.0	23.0	54.0
COMPANY SHARES						
1) MAILHOS GROUP	76.8	77.3	77.3	77.3	76.1	74.8
2) A.H.S.A. - PM	23.2	22.7	22.7	22.7	23.9	25.2

2500058487

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(URUGUAY)			1986	1987	1988	1989	1990	1991
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) NEVADA		MAILHOS	34.3	37.7	39.0	39.6	39.0	37.4
2) CORONADO		MAILHOS	16.0	17.3	17.8	17.9	17.2	16.2
3) CASINO 80		AHSA	14.3	13.1	13.0	12.8	13.0	13.4
4) FIESTA LIGHTS		AHSA	1.4	1.7	2.5	3.7	5.0	6.6
5) J&M LIGHTS		MAILHOS	4.1	4.2	4.4	4.6	5.0	5.6
6) CORONADO UL. LIGHTS		MAILHOS	3.1	3.0	3.0	2.9	2.4	2.2
7) MARLBORO		AHSA	--	1.9	1.7	1.7	1.9	2.1
8) CORONADO LIGHTS		MAILHOS	0.3	0.2	0.1	0.5	1.9	2.0
9) J&M		MAILHOS	4.5	3.4	2.6	2.1	1.9	1.8
10) LA PAZ EXTRA		MAILHOS	4.0	3.0	2.5	2.3	2.0	1.7
11) GALAXY		AHSA	2.9	3.4	2.7	2.3	2.0	1.4
12) RICHMOND		MAILHOS	1.4	1.2	1.2	1.1	1.1	1.0
13) NEVADA LIGHTS BOX		MAILHOS	--	--	--	--	--	1.0
14) LA PAZ C/F		MAILHOS	2.0	1.5	1.3	1.2	1.0	0.9
15) RICHMOND LIGHTS		MAILHOS	1.1	0.8	0.8	0.8	0.6	0.7
OTHERS			10.9	5.9	6.0	5.1	7.3	6.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			94.1	95.5	96.2	96.6	96.9	97.3
FILTER MENTHOL			0.1	0.1	0.1	--	0.1	0.1
NON-FILTER			5.8	4.4	3.9	3.4	3.0	2.6
PRICE SEGMENTATION								
PREMIUM			2.4	2.0	1.9	1.9	2.0	1.9
HIGH			63.5	68.1	69.2	70.6	71.0	71.2
MEDIUM			27.3	23.4	22.1	21.3	21.3	21.9
LOW			6.8	6.5	6.8	6.2	5.7	5.0
TAR & NICOTINE SEGMENTATION %		FTC-TAR						
ULTRA LOW		FROM 0 TO 6	0.3	2.0	0.1	--	--	-
LOW		FROM 6 TO 9	6.4	5.2	5.3	5.2	4.4	3.6
MEDIUM		FROM 10 TO 15	21.1	7.9	8.6	44.1	48.6	31.4
HIGH/FULL FLAVOR		15 - ABOVE	72.2	84.9	86.0	50.7	47.0	65.0

2500058488

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(URUGUAY)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	91.4	93.5	94.6	95.1	95.7	96.4
BLACK	8.6	6.5	5.4	4.9	4.3	3.6
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.2	5.2	4.4	4.0	3.4	2.9
80 MM to 85 MM	90.8	93.2	94.3	94.8	95.6	96.4
100MM	2.0	1.6	1.3	1.2	1.0	0.7
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.9	5.8	5.6	5.4	5.4	5.4
16 TO 19 CIGTS/PACK	6.9	5.1	4.2	3.9	3.3	2.8
20 CIGTS/PACK	85.0	88.9	90.1	90.6	91.2	91.7
21 TO 24 CIGTS/PACK	--	--	--	--	--	--
25 CIGTS/PACK (27 CIGTS/PACK)	0.2	0.2	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	97.6	96.7	95.0	91.9	88.4
FLIP TOP BOX	2.1	2.4	3.3	5.0	8.1	11.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058489

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(URUGUAY)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	680.5	757.3	829.0	856.0	1,047	983.7

2500058490

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

NAME OF MARKET: VENEZUELA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,436	17,380	17,800	17,292	15,862	12,656
POPULATION TOTAL (MILLIONS)	17.8	18.3	18.7	19.2	19.7	18.1
PER CAPITA CONSUMPTION	1,021	951	949	898	804	699
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.2	20.0	20.0	19.0	30.0	25.0
% OF FEMALE POPULATION	43.0	43.0	43.0	43.0	34.0	23.0
% OF MALE POPULATION	57.0	57.0	57.0	57.0	27.0	26.0
COMPANY SHARES						
1) BIGOTT (BAT)	81.3	76.5	76.5	73.0	75.7	76.9
2) CATANA	18.7	23.5	23.5	27.0	24.3	23.1

2500058491

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(VENEZUELA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	41.0	42.8	47.2	45.7	40.5	40.6
2) CONSUL	B.A.T.	BIGOTT	38.3	33.1	31.8	22.9	34.3	35.6
3) ASTOR	CATANA	CATANA	11.5	12.1	11.3	13.5	9.4	13.5
4) FORTUNA	CATANA	CATANA	--	--	--	10.7	11.0	6.0
5) MARLBORO	P. MORRIS	CATANA	1.0	1.6	2.0	2.5	3.7	3.6
6) YORK	CATANA	CATANA	2.8	2.0	1.2	1.5	--	--
7) LIDER	P. MORRIS	CATANA	2.5	2.2	1.3	1.1	--	--
8) VICEROY	B.A.T.	BIGOTT	0.3	0.5	0.5	0.5	0.5	0.3
9) OTHERS			2.6	5.7	4.7	1.6	0.6	0.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			---	---	---	---	---	---
PRICE SEGMENTATION % (SHARES)								
PREMIUM			1.4	1.4	1.5	3.2	1.5	4.3
HIGH			5.15	59.0	54.1	59.3	43.2	40.7
MEDIUM			47.1	39.6	39.2	26.9	--	--
LOW			---	---	5.2	10.6	55.3	55.0
PRICE SEGMENTATION (US$ PRICE)								
PREMIUM			.63-61	.59-61	0.45	0.37	0.68	0.76
HIGH			.51	.54	0.40	0.33	0.64	0.71
MEDIUM			---	---	0.35	0.30	--	--
LOW			.43	.45	0.33	0.28	0.58	(55.0)
(BASE Bs/$)			(11.80)	(13.45)	(20.00)	(30.00)	(53.00)	--

2500058492

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(VENEZUELA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	97.3	95.7	95.9	95.1	95.9	94.8
80 MM to 85 MM	2.5	3.9	3.6	4.4	3.5	4.6
100MM	0.2	0.4	0.5	0.5	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	99.9	96.9	95.9	94.3	89.3	85.1
10 CIGTS/PACK	0.1	2.9	3.9	5.6	10.7	14.9
14 CIGTS/PACK	--	0.2	0.2	0.1	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	98.3	96.9	96.8	96.0	96.6	95.4
FLIP TOP BOX	1.7	3.1	3.2	4.0	3.4	4.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	3/2	3/2	2
B) RADIO	2	2	2	3/2	3/2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1/2	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (Under 10.0mg/cig;						
Nicotine: under 0 .70mg/cig)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	5.9	7.1	--	--	--	--
HIGH/FULL FLAVOR (Over 10.0mg/cig;						
Nicotine: over .70mg/cig)	94.0	92.8	99.9	99.9	99.9	99.9

2500058493

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(VENEZUELA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058494

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

2500058495

CANADA

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

CANADA

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

2500058496

NAME OF MARKET: CANADA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	55,437	52,419	50,915	47,430	45,710	38,907
POPULATION TOTAL (MILLIONS)	25.6	25.9	26.1	26.2	26.4	26.8
PER CAPITA CONSUMPTION	2,166	2,027	1,951	1,808	1,727	1,453.0
SMOKER INCIDENCE						
% OF TOTAL POPULATION	32.0	N/A	N/A	N/A	N/A	N/A
% OF FEMALE POPULATION	29.4	N/A	N/A	N/A	N/A	N/A
% OF MALE POPULATION	34.7	N/A	N/A	N/A	N/A	N/A
COMPANY SHARES						
1) IMPERIAL	51.45	54.6	56.3	58.0	60.3	62.1
2) ROTHMANS/BENSON & HEDGES*	20.69	28.8	27.0	25.1	23.3	22.4
3) MACDONALD	15.85	16.6	16.7	16.9	16.4	15.5
4) ROTHMANS*	20.69	---	---	---	---	---
5) B&H*	11.85	---	---	---	---	---

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CANADA)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	20.90	23.5	24.9	25.5	26.2	27.4
2) DU MAURIER		IMPERIAL	15.66	19.7	20.3	21.6	23.6	24.7
3) EXPORT		MACDONALD	11.32	12.9	14.1	14.7	14.6	13.8
4) CRAVEN		ROTHMAN	6.90	7.5	6.9	6.4	6.0	5.8
5) MATINEE		IMPERIAL	5.07	5.6	5.8	6.1	6.0	5.8
6) ROTHMANS		ROTHMAN	6.56	7.0	6.8	6.3	5.9	5.7
7) BENSON & HEDGES		B & H	5.99	4.1	3.8	3.6	3.4	3.5
8) BELVEDERE		B & H	2.15	2.6	2.6	2,4	2.3	2.0
9) NUMBER 7		ROTHMAN	6.38	2.8	2.2	1.9	1.8	1.7
10) CAMEO		IMPERIAL	1.70	1.7	1.7	1.6	1.6	1.6
11) MARK TEN		B & H	1.50	1.9	1.8	1.7	1.5	1.2
12) VISCOUNT		B & H	1.25	1.4	1.3	1.3	1.2	1.2
13) PETER JACKSON		IMPERIAL	6.10	2.1	1.8	1.5	1.3	1.1
14) VANTAGE		MACDONALD	1.10	1.0	1.1	1.1	0.9	0.9
15) MACDONALD		R.J. R.	3.4	2.6	1.4	1.1	0.9	0.8
MARKET SEGMENTATION %								
FILTER			98.27	98.4	98.6	98.7	98.8	98.9
PLAIN			1.73	1.6	1.4	1.3	1.2	1.1
PRICE SEGMENTATION %								
REGULAR			99.1	96.9	81.9	N/A	N/A	N/A
*ECONOMY/VALUE			.90	3.1	18.1	N/A	N/A	N/A

NO PRICE SEGMENTATION AMONG 4 MAJOR DOMESTIC MANUFACTURES, EXCEPT FOR $0.10 PER CARTON KING SIZE/ REGULAR DIFFERENTIAL, UNTIL 1985 VALUE INITIATIVES.

*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE 4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

2500058498

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CANADA)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-5MG)	8.7	N/A	N/A	N/A	N/A	N/A
LOW (6-9MG)	11.7	N/A	N/A	N/A	N/A	N/A
MEDIUM (10-15MG)	58.1	N/A	N/A	N/A	N/A	N/A
HIGH/FULL FLAVOR (15MG+)	21.5	N/A	N/A	N/A	N/A	N/A
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	0.7	0.5	0.7	0.5	0.7	0.3
VIRGINIA	99.3	99.5	99.3	99.5	99.7	99.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	2
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	1	1	1	1	1	2
G) BILLBOARDS	3	3	3	3	3	2
H) CINEMA	1	1	1	1	1	2
I) SAMPLING (12 MONTHS ON NEW INTRODUCTION						

2500058499

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(CANADA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	7,412.8	N/A	N/A	N/A	N/A	N/A
*CIGARS (MILLIONS)	285.0	261.0	239.0	231.0	190.2	337.7
*PIPE TOBACCO (THOUSAND KILOS)	36.5	N/A	N/A	N/A	N/A	N/A
*CHEWING TOBACCO (THOUSAND KILLOS) AND SNUFF (THOUSAND KILOS)						

*(LOCAL PRODUCTION. DOES NOT INCLUDE IMPORTS WHICH REPRESENT A SUBSTANTIAL PART OF THE MARKET).

2500058500

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

USA

2500058501

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

U.S.A MARKET

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

2500058502

NAME OF MARKET: U.S.A.

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	581,933	570,034	557,803	523,587	521,811	509,217
POPULATION TOTAL (MILLIONS)	240.9	243.1	246.0	248.3	250.4	252.5
PER CAPITA CONSUMPTION	2,416	2,345	2,267	2,109	2,084	2,017
SMOKER INCIDENCE						
% OF TOTAL POPULATION	31.2	30.3	29.0	28.8	29.1	27.7
% OF FEMALE POPULATION	29.2	28.4	27.0	26.9	27.3	26.0
% OF MALE POPULATION	33.4	32.5	31.1	30.8	31.1	29.7
COMPANY SHARES						
1) PHILIP MORRIS	36.9	37.8	39.3	41.9	42.3	43.3
2) R.J. REYNOLDS	32.4	32.5	31.8	28.5	29.6	27.8
3) BROWN & WILLIAMSON	11.7	11.0	10.9	11.4	10.3	11.1
4) LORILLARD	8.1	8.2	8.2	7.9	7.6	7.3
5) AMERICAN BRANDS	7.2	6.9	7.0	7.0	6.8	7.0
6) THE LIGGETT GROUP	3.8	3.5	2.8	3.3	3.4	3.4

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

2500058503

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(U.S.A.)

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
1) MARLBORO		PHILIP MORRIS	23.1	23.6	24.9	26.4	26.0	25.8
2) WINSTON		R.J. REYNOLDS	11.2	11.1	10.8	9.0	8.8	7.5
3) SALEM		R.J. REYNOLDS	7.8	7.7	7.3	6.2	6.2	5.5
4) NEWPORT		LORILLARD	3.8	4.2	4.4	4.7	4.6	4.7
5) KOOL		BROWN & WILLIAMSON	6.4	6.0	6.0	6.0	4.9	4.6
6) DORAL		R. J. REYNOLDS	2.1	3.0	3.4	3.6	4.3	4.6
7) CAMEL		R.J. REYNOLDS	4.3	4.2	4.3	3.9	4.4	4.0
8) BENSON & HEDGES		PHILIP MORRIS	4.3	4.2	3.9	3.9	3.6	3.2
9) MERIT		PHILIP MORRRIS	4.0	3.9	3.8	3.8	3.5	3.1
10) VIRGINIA SLIMS		PHILIP MORRIS	2.9	3.1	3.0	3.2	3.1	2.8
11) CAMBRIDGE		PHILIP MORRIS	0.6	1.1	1.8	2.3	2.5	2.8
12) GENERICS		BROWN & WILLIAMSON	1.8	1.6	1.4	1.1	1.3	2.1
13) VANTAGE		R.J. REYNOLDS	3.2	3.1	3.0	2.5	2.4	2.0
14) GENERICS		PHILIP MORRIS	0.1	0.2	0.3	0.3	0.7	1.9
15) PALL MALL		AMERICAN	3.2	3.1	2.9	2.7	2.2	1.9
16) OTHERS			21.2	19.9	18.8	20.4	21.5	23.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			67.0	67.2	67.8	68.5	69.7	70.4
FILTER MENTHOL			27.5	27.7	27.5	27.1	26.3	25.9
NON-FILTER			5.5	5.1	4.7	4.3	4.0	3.7
PRICE SEGMENTATION %								
HIGH			91.1	89.8	88.9	85.2	80.8	75.0
ECONOMY			8.9	10.2	11.1	14.8	19.2	25.0

*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

2500058504

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(USA)

	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 mg. tar)	10.2	10.6	11.2	11.5	12.0	12.5
MEDIUM (7-15 mg. tar)	39.9	39.9	40.1	43.2	40.5	41.5
HIGH/FULL FLAVOR (16+ mgs.)	44.5	44.4	44.0	41.0	44.0	38.5
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN BLEND	100.0	100.0	100.0	100.0	100.0	100.0

*ADJUSTED OFFICIAL LOW TAR MARKET SHARES
SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

2500058505

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(U.S.A.)

	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.4	2.2	2.0	1.8	1.7	1.5
80 mm to 85 MM	57.6	57.2	57.2	57.1	56.8	56.5
100 MM	37.5	38.2	38.4	38.6	39.1	39.8
OVER 100 MM (120's)	2.5	2.4	2.4	2.5	2.3	2.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	97.4	97.6	98.2	98.6	98.8	99.1
25 CIGTS/PACK	2.6	2.4	1.8	1.4	1.2	0.9
PACK TYPE SEGMENTATION %						
SOFT PACK	81.3	80.4	78.5	76.8	76.4	74.7
FLIP TOP BOX	18.7	19.6	21.5	23.2	23.6	25.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	**1	**1	**1	**1
H) CINEMA	1	1	1	1	***2	***2
I) SAMPLING	*3	*3	*3	*3	3	3
J) TRANSIT	-	-	-	-	-	+3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.
**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.
***Not used based on internal policy decision.
+Banned in Boston and San Francisco

2500058506

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000

(U.S.A.)

	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	*NO	*NO
B) CARTONS	NO	NO	NO	NO	*NO	*NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	2,968.1	2,768.4	2,541			
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	15,623	13,756	12,506			
LITTLE CIGARS	966.6	453.5	1,166			
ROLL YOUR OWN (THOUSAND LBS.)	3,386	3,396	3,871			
CHEWING TOBACCO (THOUSAND LBS.)	78,794	76,394	74,691			
SNUFF (THOUSAND LBS.)	46,688	45,093	47,809			
BIDI (MILLIONS)	N/A	N/A	N/A			
KRETEK (MILLIONS)	42.558	44,922	41,283			

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*BUT ARE USED FOR SOME BRANDS.

2500058507

Source: https://www.industrydocuments.ucsf.edu/docs/ssgl0000